

## UNIT - 3

### Business Letter

- formal letter / written form of Communication
- Used in Public, Private & government Organization.
- Used for different purposes like placing an order, making inquiries.
- Style of letter depends on the relationship b/w the parties concerned.

### Format / Layout

Sender's Name

Address

Phone no.

Date (Today's)

Re: (To what this letter refers)

Certified mail

1 line

Receiver's Name

Company Name

Address

1 line

Subject

Dear Sir / Madam (Salutation)

1 line

Sincerely

4 line

Signature

Your Name

→ opening (why?)

→ middle (details)

→ closing (expectation)

**Salutation :** A salutation is a greeting used in a letter or other communication. Salutation can be formal or informal. It is written initially. Depends on relationship, gender, age of person.

## Types of Business Letter

1. Cover letter
2. Business letter
3. Complain letter
4. Letter of resignation
5. Order letter
6. Letter of recommendation

### 1. Cover Letter

- ↳ Formal & written.
- ↳ It is a vital document written by a job applicant to provide additional details & info. about their experience or skill set.
- ↳ Attached with a Resume.
- ↳ To give basic idea to the employer.

### 2. Business Letter

- ↳ Formal & written.
- ↳ Written by any individual to individual or company.
- ↳ It may include Complain, Order, Purchase etc.

### 3. Complain Letter

- ↳ Formal & written.
- ↳ Written by buyer to the seller or seller to buyer.
- ↳ To resolve any problem related to purchase, Order, payment.

#### 4. Letter of Resignation

- ↳ Formal & written.
- ↳ Written by the Employee
- ↳ Not satisfied with the current job or better career opportunity.

#### 5. Order Letter

- ↳ Written by buyer to seller.
- ↳ They act as legal record documenting the transaction b/w the buyer & seller.

#### 6. Letter of Recommendation

- ↳ These letters intend to recommend someone for an internship, job fellowship or other some opportunities.

**Memorandum :-** Purpose - To inform, remind or provide info. req. action on a specific matter.

- formal & it is a written type communication
- Targets either one individual or at small group of individuals.
- Used in all the private & public organization.
- Short term - **Memo**

Derived from the Latin word 'memorare' which means "to remember". Always given in a hand copy. A memo is less formal than a letter. Memos are often concise & focused on a specific topic.

### Advantages :-

→ Quick & Convenient → Inexpensive → A written record.

### Purpose :-

→ To Inquire, Inform, Report, Remind and to promote Goodwill.

### Characteristics :-

→ Clarity → Conciseness → Unity of Theme → Informal Tone

↪ Parts of a Memo :- It contains 4 parts.

1) Heading 2) Opening 3) Body 4) Closing

### MEMO

To : (Name & designation of recipient)

From : (Name & designation of Sender)

Date : (Complete & Current)

Subject : (Topic of the memo)

Make Sure the memo is well placed & has correct punctuation & spelling.

## Be Sure the memo

- States the purpose clearly. (Clear)
- Presents message effectively. (Concise)
- Uses a courteous tone. (Concrete)
- Gives reader complete, accurate details. (Correct)
- Concludes appropriately.

## Notice :-

- formal & written type of communication.
- Public, Private & govt. Organization.
- Used by organization to announce events & celebration. Occasions like inauguration.
- Most notice are pinned up or pasted on boards meant for this specific purpose only.

## How to write Notice.

- Notice should give complete information.
- Clear & lucid message.
- Easily understandable language.
- Put some attractive attributes.

NOTICE	
Date	
Time	
Venue	
Purpose / Agenda	
who is to attend	
Specific instructions	
Contact person / address	

\* Meetings - It is a scheduled event (formal or informal) with an agenda for 2 or more people.

09/10/24

## Types of Meetings :-

1. Status update meeting : It shows the midway process of the work before final meeting.
2. Information Sharing meeting : Presentations, panel debates, Keynotes, workshop etc.
3. Decision making meeting : Information gathering, sharing, brainstorming solutions, ranking performance.
4. Problem Solving meeting : Oriented around solving either specific or general problems.
5. Innovation meeting : Building off each others ideas + creating a product of collective intelligence + reaching better result.
6. Team building meeting : To build connection between peoples or groups & have a better & positive environment.

08/10/24

## E-mail :

- ↳ Electronic Mail.
- ↳ Formal & written & digital communication.
- ↳ It is a fastest way of sending messages to far of places.
- ↳ E-mail add. contains 2 parts : Username, domain (@gmail.com)

- Format : → E-mail address (To :)
  - Subject (must be in 3-5 words).
  - Salutations & Closings.
  - Font (Times New Roman.) & Size (12).
  - Paragraph Spacing.
  - Signature

### E-mail Content

- ↳ Writing Style (formal/informal)
- ↳ Tone & Punctuation
- ↳ Enumerations (Highlight)
- ↳ Attachments (letter-enclosure)

↳ End the message in a polite way.  
Yours sincerely, Best Regards, Best Wishes!

### Components of an Effective E-mail.

- Use Simple English language
- Be authentic & realistic
- Use Conversational English
- Font Matters

### Closing Remarks :-

1. "Thank you for your patient and cooperation."
2. "Thank you for your consideration and then follow up with
3. "If you have any question or concerns, don't hesitate to let me know."
4. "I look forward to hearing from you?"

**Salutations** - Dear Mr / Mrs / Ms / Miss Sita

Dear Sir / Madam

Dear Vijay.

**Signing off** - Yours sincerely / yours faithfully  
with Best regards / wishes / Kind regards  
See you soon. / Hear from you soon.

\* Q: What are the tips for writing more effective E-mail?

A: \* Think about your message before you write it.

\* Reflect on the tone of your message.

\* Strive for clarity & conciseness in your E-mail.

\* Proofread (Re-read msg before you send them)

\* Use proper grammar, spelling, capitalization & punctuation.

\* Use paragraphs to separate thoughts.

06/12/24

**Public Speaking** : The process of speaking to a group of people in a structured deliberate manner to influence, inform or entertain people.

↳ influence, inform & Entertain.

**Divisions of Public Speaking** :-

Introduction

Starting with humour, quotations, or asking questions can be highly effective for capturing audience's attention. Speakers seem more approachable.

**Topic** - Introduction should always indicate the topic. This provides a roadmap for what the audience can anticipate.

## ↳ Body of Public Speaking.

Elaborate the subject :- It refers to the core theme or main idea that the speaker will address.

Division of the subject :- Broader subject is divided into more specific areas.

Relevant Examples - This helps in explaining your point more effectively.

## ↳ Conclusion

Restate the subject - you do not want to simply repeat your introduction but rather revisit the core idea with a sense of closure and reflection.

Summarise the key points - The recap should be concise and highlight only the most crucial aspects, helping the audience to remember what was presented initially.

Give a conclusion (main message) - A thought provoking statement that encourages the audience to reflect, act or engage further with the topic.

Encourage the audience to carry forward the speaker's message.

Imp.

## Do's & Don'ts of Public Speaking

### → Do's :-

1. Smile : A genuine smile conveys warmth, friendliness, & approachability, making the speaker appear more relatable and creating a welcoming atmosphere that puts the audience at ease.
2. Be yourself : One should individualise one's personality. This allows for a more natural delivery, making you feel more comfortable. When you are genuine, your unique personality shines making your message feel more relatable & memorable.
3. Speak loudly : It is essential for ensuring clarity & engagement. It ensures your message reaches the entire audience.
4. Relax : Relaxing in public speaking allows you to think clearly, reducing chances of making mistakes.
5. Know your audience : It helps tailor your message to their interests, expectations & level of understanding. One can choose language, examples and references that resonate with them.
6. Be Confident : A confident speaker appears knowledgeable & authoritative on the subject making listeners more likely to trust the subject. It also enhances your body language, voice, eye-contact.

7. Claim attention : To claim an audience's attention means to use various techniques to get and keep the audience engaged with a speech or presentation.
8. Wrap your speech on time : Being punctual with your ending reflects professionalism. It shows that you value your audience's time & attention.
9. Be flexible : If your time is shortened or extended, flexibility helps you adjust the content to fit within the new limits without compromising the quality of your message. It allows you to adjust your language, tone, examples, pace depending on how the audience is reacting.
10. Connect with your audience : By asking thought provoking rhetorical questions, it encourages the audience to think & reflect on the topic.
11. Use simple language : Don't use unambiguous words. Rather keep your speech simple and understandable by focusing on imp. information.
12. Use more gestures : Using hand movements, eye-contact, can help make your points more clear & more memorable. This adds energy & passion to your speech.

## ↳ Don'ts in a public speaking :

1. Do not fear : Public speaking is a skill that can be learned and improved with practice. Don't be afraid to make mistakes. The more you practice, the more confident you'll become.
2. Do not rush through your presentation : One common mistake to avoid is speaking too quickly. When you rush through your presentation, it not only makes you appear nervous but also makes it challenging for the audience to grasp your message. Take a breath, slow down & allow your words to resonate with the listeners.
3. Do not stick your hands in your pocket : Your body language is a significant part of your communication. By avoiding putting your hands in your pockets, you can enhance your presence, engage your audience, and deliver a more impactful speech.
4. Do not underestimate your audience : In public speaking, this means that you should always assume your audience is more intelligent & knowledgeable than you might think.
5. Do not point fingers : Pointing fingers in a public speaking can be a negative sign that can undermine your message & alienate your audience. By avoiding pointing fingers, you can create a more effective & impactful public speaking experience.

6. Do not hurt people's feelings : Public speaking can be a powerful tool for communication, but it's important to be mindful of how your words & delivery might affect others.
7. Avoid repetition of words & phrases : Repetition can hinder the effectiveness of a public speech. It can make your speech monotonous & distract the audience. Use strong verbs and adjectives to avoid repetition & make it more engaging.
8. Do not get aggressive : Aggression in public speaking can severely undermine your message & damage your credibility. By avoiding aggression, you can create a more positive & productive speaking experience for everyone involved.
9. Don't speak things you are not sure about : It's always better to be honest & transparent than to risk your credibility by speaking about things you're unsure of.
10. Don't overwhelm with information : Another pitfall to avoid is overwhelming your audience with too much information. Focus on key points to keep your message clear & memorable. Providing concise, relevant information ensures that your audience remains engaged & retains the key takeaways.

## Factors influencing a Public Speaking :

- The topic of the presentation.
- The attitude of the audience.
- The quality of material.
- Thorough knowledge about the Matter.
- The length of the speech.
- Body language.
- Supporting histograms, diagrams etc.
- Pitch variation.

## Group Discussion

A group discussion, also known as a GD, is a structured conversation where participants come together to discuss a specific topic or issue. It's a platform for an individual to share their ideas, opinions & perspectives with others in a group setting.

It is a modern method of assessing students.  
It is both techniques & an art & a comprehensive tool to judge the worthiness of a student for training or placements.

### Features :-

GD's are not just about individual performance but also about how well you contribute to the group's collective effort.

1. Motivated Interaction
2. logical presentation
3. cordial Atmosphere
4. Effective Communication Skills
5. Participation by all Candidates
6. Leadership Skills.

1. When there is good level of motivation among the members, they learn to subordinate their personal interests to the group interest and the discussions are more fruitful.
2. Participants decide how they will organize the presentation of individual views, how an exchange of the views will take, & how they will reach a group consensus.
3. The development of a cooperative, friendly, & cordial atmosphere avoids confrontation b/w the group members.
4. The success of a group discussion depends on the effective use of communication techniques.
5. When all the members participate, the group discussion becomes effective. Members need to encourage each other in the group discussion.
6. Qualities like initiation, logical presentation, encouraging all the group members to participate, and summarizing the discussion reflect the leadership qualities.

## Benefits of GD -

- Stimulation of thinking in a new way.
- Expansion of Knowledge.
- Understanding your strengths or weakness.
- Shows your team spirit and leadership.
- Provides chance for Exposure.
- Language Skills.
- Academic Knowledge.
- People handling Skills.

## Important Ques!

1. Define 'Public Speaking' & discuss its do's & don'ts.
2. Describe Group discussion. Discuss the importance (benefits) of GD.
3. What do you understand by the term GD. Discuss the do's & don'ts of GD.
4. Define Resume. Discuss the tips of Effective Resume.
5. Define Resume. List down the steps of Effective resume writing.
6. Define the term Resume & discuss the different types of Resume in the professional world.
7. Write short note on Mock interview.
8. What do you understand by digital Communication.
9. Write down its importance in the present professional world.
9. Write short note on Zoom, Google meet, WhatsApp & Microsoft Teams.