



* Assignment No. 8 *

* Components of Business Letter :

1. **Heading :-** It is also called Head address or letterhead. The heading contains the logo, the name of the organization, the address, the telephone number, fax number, email ID, and website address.

eg. DATTA MEGHE COLLEGE OF ENGINEERING
Plot #98, Sector 3, Airoli, Navi Mumbai, 400708
Phone : 912227791622 / 27792854
Tel / Fax : 912227790875 (Direct)
Fax : 9122779

2. **The Date :-** It indicates the date, month and year on which the letter is written. Dateline is aligned to extreme right side or left side of margin on the basis of format chosen.

Dateline can be presented as :
June 15, 2021

3. **Inside address :-** This is the complete address of recipient of letter or it can also address a department or job title. Courtesy title should be added in front of recipient's name.

eg. The Manager (Human Resources)
Reliance Industries Limited
Ghansoli
Thane Belapur Highway.



4. **Reference Line :-** This indicates details like letter numbers, department from where the letter is being sent, year etc, if you are writing a reply, place the corresponding reference number first and then yours. The reference number helps you locate the letter's future reference.

eg. RIL / PROD. / 2020 / 681

5. **Attention Line :-** It is used to draw the attention of particular person or particular department to ensure quick and prompt.

eg. Attention : Mr N.V. Roy

6. **Salutation :-** It offers the motive of letter. Also helps the recipient to know what exactly the letter is about.

7. **Subject Line :-** It offers the motive of letter. Also helps the recipient to know what exactly the letter is about.

8. **Body :-** Body has three parts, Introductory part, Main message and closing para.

9. **Complimentary Close :-** This is courteous way of ending the letter. Terms like "yours sincerely" is ideal.

eg.

With warm regards, kind wishes

10. **Signature block :-** This is mandatory part of the letter, without a signature block the letter is useless. It indicates name of the letter writer, with the designation.



It is positioned just below the complimentary close.

11. Enclosures / Attachments :- It offers the documents that are attached to letter. Here the type of document and its specifications are also mentioned.

eg.

Enclosure : Marksheet 10th and 12th

* 6 C's of Communication :

1. Clarity

- Use simple easy to understand words.
- Use simple single words for long phrases.
- Avoid double entry
- Avoid ambiguity
- Write short sentences
- Avoid Vagueness.

2. Completeness

- Answer the questions and answers all of them.
- Check for 5W, Who, What, When, Where and Why.

3. Consiseness

- Write only relevant facts
- No repetition
- No verbosity
- Proper organization of message.

④ Correctness :

- A letter should be written keeping in mind grammatical precision, i.e. correct usage, appropriate punctuation, and no spelling errors.



- Inaccurate statements should be written, keeping in mind grammatical precision i.e. correct way (usage), appropriate punctuations, and no spelling errors.
- Format, style of presentation, and addressing people according to their designation should be taken care of.
- Giving correct facts.

5. Courtesy

- Answer / acknowledge the letter promptly.
- Do not use irritating or offensive expressions.
- Apologize sincerely for omission.
- Thank profusely for any favour.

6. Consideration

- Adopt the you attitude in your message, make them feel valued.
- Avoid gender bias.
- Emphasize positive, pleasant facts.
- Write only what you feel sincerely.



Q. Write an application to the Principal for issuing Bonafide certificate also request him for return of documents submitted during admission. Use modified or complete block form.

⇒ I'm writing the letter using Complete Block form:

Nisarg C. Bhavsar

R.H. No. 7, Sector - 2 Andoli

Navi Mumbai, 400708

9552160602

29/03/2024

The Principal

Datta Meghe College of Engineering

Andoli, Navi Mumbai, 400708

Subject : Request for issuing Bonafide certificate and Return of Documents

Respected Sir,

I'm writing this letter to request the issuance of a bonafide certificate for the purpose of claiming BEST student benefits.

I kindly request your official staff to provide me with earliest convenience.

Additionally, I would like to request the return of documents I had submitted during my admission process. Having these documents back would be greatly appreciated as they are necessary for future use and personal records.



Thank you for considering my request. I look forward to a favorable response ASAP

Yours Sincerely
Nisarg Bhavsar

- Q. You are librarian of CWD Engineering College, 10th Lane Kothrud, Pune. You have ordered 10,000 books from NLU publishing Company, Elton heights, sector 11, Chandigarh. Write a complaint letter to the publishing house about the damaged condition of a consignment carrying 250 books asking for replacement or refund of the amount.
(Use complete block form).

⇒ CWD Engineering College,
10th Lane, Kothrud Pune
411009

29/03/2024

NLU Publishing Company,
Elton Heights, Sector 11, Chandigarh
160021

Dear Sir /Madam,

I am writing you this letter regarding the recent consignment of books that we received from your esteemed publishing house.

We had ordered 10,000 books from your company and while the majority of the consignment arrived in satisfactory condition, we regret to inform you that



a portion of books, specifically 250 books, arrived in a severely damaged conditions.

Upon inspection it was evident that the damage occurred during transit, as the packaging was insufficient to protect the books from mishandling or rough transportation. It has damaged so much that rendering them unsuitable for use in our library.

Considering the significant number of books affected, we kindly request either a replacement of the damaged books or a refund of 250 books.

Please let us know the necessary steps we need to take to facilitate the replacement or refund process. We appreciate your co-operation in ~~your~~ resolving the matter satisfactorily.

Yours Sincerely,

Mr. XYZ

Librarian, CWD College of Engineering.