



CHANDIGARH
UNIVERSITY

Discover. Learn. Empower.

University Institute of Liberal Arts and Humanities

Course Name: Communication Skills

Course Code: 20UUCT-141/191

Faculty Name – Ms.Monalisa Devgan



BUSINESS LETTERS

DISCOVER . LEARN . EMPOWER

COURSE OBJECTIVES

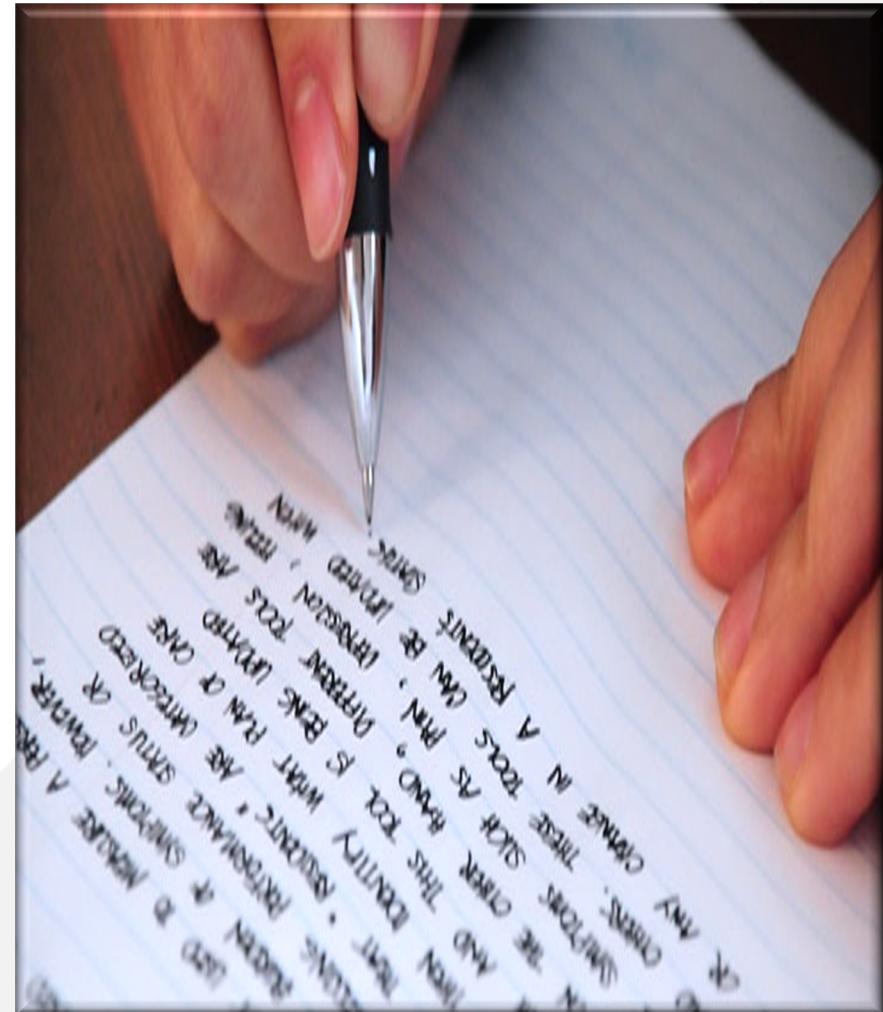
The Course aims to:

1	Augment students overall communication and interpersonal skills by making them realize the importance of good oral and written English Language in professional life.
2	Enrich their reading capability with special emphasis on expanding vocabulary and grammatical formations.
3	Build exceptional speaking and writing skills by correcting grammatical errors and pronunciation through practice.

COURSE OUTCOMES

On completion, the students are expected to

CO Number	Title	Level
CO1	Produce correct contextual written text and speech in a wide range of communication situations.	Apply
CO2	Write original short compositions, in the form of paragraph writing, business correspondence, blogs etc. through logical support and argument.	Analyse
CO3	Demonstrate linguistic competence through accuracy in grammar, pronunciation and vocabulary.	Apply



Definition of “Letter”

Letter

“ It is an exchange of written or printed message with a person or an organization.”

Letters may be created and sent as:

- E mail or electronic submission
- Hand- delivered transmissions
- Regular mail transmission



Difference between Letter and Application

- A **letter** is common form of external communication.
- It can be either **formal** (also known as Business letters) or **informal**.
- An **application** is a **formal** letter which can be used for applying for leave, job or any professional request.

Formal and Informal letters

Formal Letters	Informal Letters
Formal letters follow a particular format for writing.	Informal letters do not follow any specific format for writing.
To give a professional look, the formal letters need to be typed on the computer.	These letters can be hand written.
These are written to a formal entity like bank manager, news editor, government official etc.	These letters are written to friends, relatives or parents.

Business letters are created to:

- Persuade or inform readers (Eg: a letter from a candidate requesting your vote)
- Analyze a concept or situation (Eg: a letter from the human resources manager explaining the new payroll deposit system to company employees)

Business letters are created to (cont.)

- Propose a solution (Eg: a letter offering a plan to reduce or prevent school violence).
- Correct some perceived error or miscommunication. (Eg: a letter to a creditor about a billing error you have noticed).

Letter Writing Etiquette

When should you write a letter?

- To thank someone who has been gracious, kind or helpful to you.
- When you need assistance or answers to help you make intelligent decisions.
- To respond to a letter that you have recently received.

Letter Writing Etiquette (cont.)

- To create legal documents that record information and support claims.
- To show that you are a courteous, professional, detail-oriented person who is aware of etiquette.
- To make complaint regarding a product.

Letter Mechanics

Pronoun (Point of View)

- The use of personal pronouns is important in letters . . . I, he, she, it, we, they, you.
- It is perfected to shift our focus from “I” and “We” to “You” and “Your”. The *you-attitude* is recipient –centered.
- Writer has to view things from the reader’s point of view.

Pronoun Point of view (cont.)

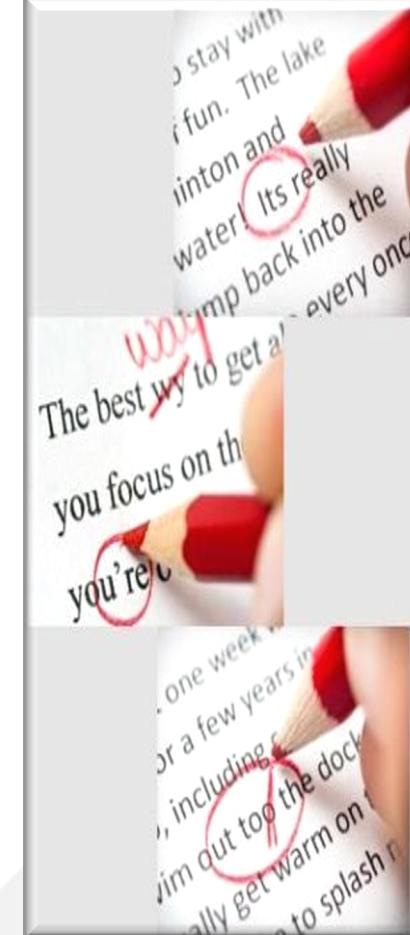
WE- attitude	YOU- attitude
We have received your letter of June 15	Thank you for your letter of June 15
I have five year's experience as a sales executive	Five year's practical experience as a sales executive will enable me to push up your sales.
We have shipped the two dozen steel racks you ordered	Your two dozen steel racks should reach you soon/with this letter.

Focus and Specificity

- Be Focused; however, avoid long sentences.
- Must be targeted to a specific individual or group.
- State the purpose clearly and avoid jargon or highly technical language.
- Avoid vagueness. Be clear and concise in your requests or statements of facts.

Precision and Clarity

- Avoid redundancies (repetition) in writing.
- Use concrete ideas in place of abstract.
- Use direct SV/SVO structure.
- Use familiar words in writing.



WRITING
SKILLS
MATTER!

Active versus Passive Voice

- **PASSIVE Sentence** : It was discovered that the salary totals were incorrect.

Who discovered “it” [the problem]? The underpaid employee, The payroll specialist, The Accounting Department, An Intern, The IRS? (Be specific.)

- **Revised ACTIVE sentence:** The Accounting Department discovered that the salary totals were incorrect.

Poll Question

Q. Which of these must be avoided in the business letters?

1. Polite words
2. Formal words
3. Concrete details
4. Jargons



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Parts of a Business Letter

- **Sender's address and date** (Include telephone number and email if available)
- **Inside Address** (recipient's address) -person receiving the letter
- **Salutation** (greeting)
- **Subject line**
- **Body** (paragraphs) -The message
- **Complimentary Close** - Yours faithfully or Yours sincerely
- **Signature Line** (with or without title) -Write name in block letters
- **Enclosure** (optional) cc notation (copies sent to others)
- **Sender/typist initials** (optional)

Format of a Business Letter

- Applicable to by and large to formal type of letters.
- There are three main styles of Business Letters:
 1. Block style
 2. Modified Block style
 3. Semi-block style
- The Block style format is the most popular.

Block Style Letter Format

Sender's Address →

Date Line →

Inside Address →

Main Body →

Complimentary Close →

Your Name
Address
Phone Number
E-mail (optional)

Date

Name of Receiver
Title
Company Name
Address

Subject:

← **Subject Line**

Dear _____:

← **Salutation**

When writing a letter using block form, no lines are indented. The first paragraph states the purpose of the letter.

With new paragraphs, just skip a line instead of indenting. The second paragraph includes the supporting details.

The last paragraph restates your purpose and calls for action. You should also thank the receiver for reading the letter.

Yours sincerely

Your Signature

Your Name
Your Title

Business Letter - Content

- Body of the letter is the main content of the letter.
- Split the body of long letters to smaller paragraphs..
- The first paragraph should grab attention and state the reason for the letter.
- The middle paragraphs must support your reason and go into details.

Business Letter – Content (cont.)

- In the final paragraph request the recipient to take some kind of action. It includes ‘call for action’.
- Use of Transitional words during writing the letters: **However, so, therefore, thus, consequently** etc. are some of the transitional words we use while shifting the paragraphs.
- Do not leave room for ambiguity.

Business Letter – Content (cont.)

- The closing of a business letter usually states ‘Sincerely,’ followed by three blank lines for the writer’s signature and then the writer’s typed name.

Poll Question

Q. The first paragraph of a business letter should state the reason for the letter.

- True
- False

TRUE
or
FALSE

Poll Question

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- True
- False

TRUE
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Kinds of Business Letters

There are many kinds of the business letters according to need:

- Enquiry letter
- Offer and Quotations
- Order
- Acknowledgement letters
- Sales letters
- Complaint and Adjustments
- Collection Letters

Enquiry letter

Letters of enquiry describe what the writer wants and why.

- **Solicited enquiry:** An enquiry made in response to the seller's advertisement and publicity.
- **Unsolicited enquiry:** An enquiry made the buyer's own initiative.
- **Enquiry for some favor:** An enquiry not about goods but about some other *information*, may be about some special price or some favorable terms.

Enquiry letter (cont.)

- **Opening statement :** Suitable opening sentences in a letter of enquiry includes:

We shall be glad to receive details of your terms and conditions for the supply of the following items.

- **Closing statement:** Suitable opening sentences in a letter of enquiry includes:

We look forward to your reply. If your terms are favourable, we will be pleased to send our order immediately.

Quotation Letters

After enquires, quotations, stating various term and conditions, are stated or sometimes offers are made.

While drafting letter of quotations consider the following points:

- Reply promptly to quotations and orders made in response to enquiry.
- Make reasonable offers that can persuade the other party to buy.
- Be clear about the various terms used in quoting prices.

Order Letters

An order letter is also known as purchase letters.

Orders placed by letter should-

- Give full details and quote catalogue number, if any.
- Give full description of the date of delivery, mode of transportation etc.

Acknowledgement Letters

The receipt of the order should be acknowledged.

- The letters bearing such acknowledgements are known as Acknowledgement letters.
- This acknowledgement is a legal acceptance of all the mentioned points in the order letter.

Sales letter

A document designed to **generate sales** is known as Sales letter.

- Influences the reader to take a specific action by making an offer.
- Convinces the reader to place an order.
- Uses the language of persuasion which is indirect approach.

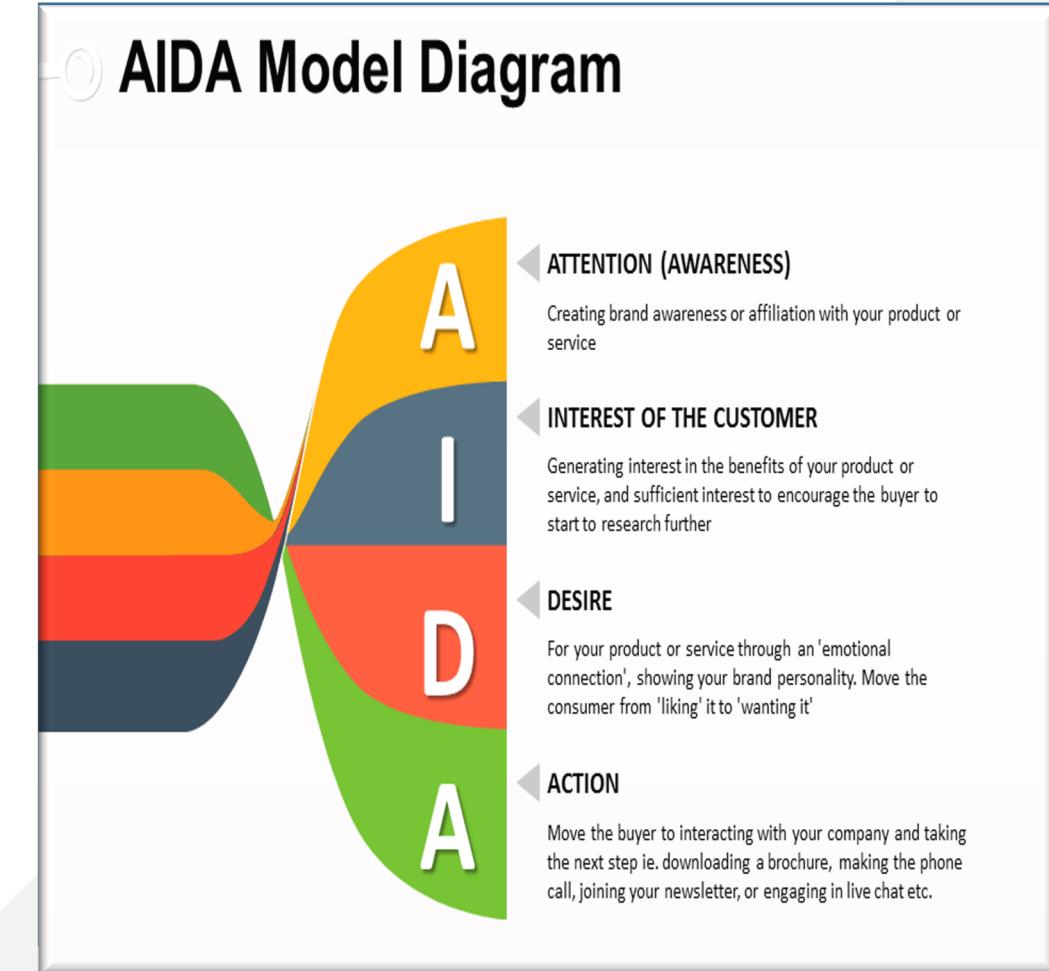
AIDA model for Sales letter

Attention: Attract the reader's attention

Interest: Build the reader's interest in the product or service

Desire: Create a desire in reader's mind for the product or service

Action: Induce the reader to take an action in favour of product or service



Sample Sales Letter

Sender's name and Address

Date

Receiver's name and Address

Subject: Marketing Sanguino-Pressure Meter V

Salutation

Medical instrumentation in the country has not yet come up with a facility to analyse blood and read pressure simultaneously. There is no other instrument in the market that can match the performance of our Sanguino- Pressure Meter V just patented and turned out of our laboratory.

The gadget is certified for 95 percent accuracy and performs both tasks simultaneously in double quick time. One can now investigate five times number of patients than before in a given duration. Packed in elegant plastic cases in attractive colours, each weighs just 150 grams, a portable companion to any medical doctor.

The manufacturer has offered 50 per cent reduction in cost for the first batch of 10,000 gadgets besides a hundred complimentary numbers. As investors of SPM V we get 40 per cent of the manufacturer's profit for the next five years.

I have enclosed both complimentary and concessional coupons (.500 nos.) supplied by the manufacturer. In addition, I am sending a handy brochure which carries a brief medical description of the gadget's functions. Please put them to use through whatever marketing strategies you may adopt.

Complimentary close

Signature

The AIDA Model



Poll Question

Q. The central appeal in the persuasive letter:

1. emphasizes how the reader will benefit from the request.
2. is introduced in the indirect approach.
3. is presented in the you-viewpoint language.
4. All the above.

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3. is presented in the you-viewpoint language.
4. **All the above.**

Let's Practice

1. You are a sales representative for your company. Write a letter to Mike Mason of ABC Enterprises, introducing one of your new products. Be sure to give important details about your product. Draft an AIDA letter.
2. You are the purchase officer for your company. Write a letter placing an order for office furniture, specifying the characteristics. Invent all the necessary details.

Applications

- Applicable to both personal and professional life.
- Will strengthen the Business letter writing skills of students.
- Students will be able to write letters in a wide range of professional situations and will get an extra edge on their professional skills.

Assessment Pattern

Students are assessed on the basis of the following parameters:

- Hourly Tests - 2
- Assignments
- Surprise Test
- Quiz
- Student Engagement
- End Semester Exam

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THANK YOU

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