

## **BUSINESS COMMUNICATION**

### **BCA SEMESTER: I**

#### **UNIT I: MEANS OF COMMUNICATION:**

##### **1.0 Meaning and Definition of Communication:**

###### **Meaning:**

Communication: is the process by which we exchange meanings, ideas, opinions or emotions with other people.

The word ***communication has been derived from a Latin word “Communis”*** which means commonness or to share.

- The presence of mind is very essential for communication.

*For instance if Mr. X delivers a lecture in Hindi to a group of Americans who do not understand Hindi, it will not be called Communication as the Americans cannot understand and implement the message.*

- Communication can be in various forms:
  - Verbal.
  - Written.
  - Non-Verbal.
  - Signals.
  - Gestures & Postures.

###### **Definitions:**

- “Communication in its simplest form in conveying of information from one person to another.” *Cyril L. Hudsen*
- “The act of making one’s ideas and opinions known to others.” *Fred. G. Meyer*
- “Communication is the interchange of thought or Information to bring about mutual understanding and Confidence of good human relations.” *American Society of Training Directors.*

##### **1.1 Phases of Industrial Communication:**

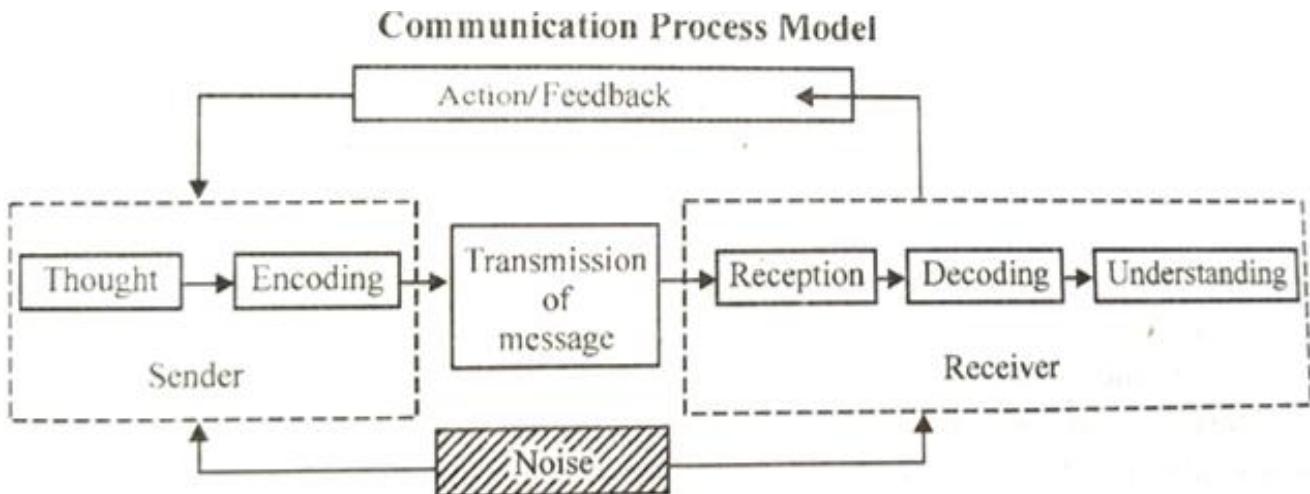
There are three phases of IC:

- i. **Inter-scalar communication:** the communication takes place between different levels of personnel, workers or scalars. For example: communication initiated from a clerk (lower level) sending a request regarding salary to the Manager (higher level).
- ii. **Intra-scalar communication:** the communication takes place between workers or personnel of the same level in an organization/company or organization.
- iii. **Extra-organization/scalar communication:** in and out of the company.

## **1.2 Process of Communication:**

Sender, encoding, message, channel/media, decoding, receiver, action, noise.

1. **Sender:** the process of communication involves two parties {Sender & Receiver}. The sender can be an individual, a group or an organization who shares information for a purpose.
2. **Encoding:** Transform the ideas into words, symbols, pictures, diagrams, gestures. The purpose to encode is to transform the internal thought patterns into a language or code that the receiver will probably understand.  
For example: An American nods his head horizontally for “no” and vertically for “yes” but an Indian with slight difference nods the head horizontally for both “yes” and “no”.
3. **Message/ Information:** This is the physical form of the thought which can be experienced and understood by one or more senses of the receiver.
  - A message is an idea, opinion, feeling or expression generated in the mind of the sender.
4. **Channel/Media:** it works as a vehicle in transmission of information via telecommunication methods.
  - The sender must consider all aspects: speed, cost, quick receipt, printer record and confidentiality.
5. **Receiver:** The person who perceives the message and attaches some meaning to it is the receiver.
  - There is no communication if there is no receiver.
  - There is no communication if the message is not understood by the receiver.
6. **Decoding:** This is the translation of the information received into an understandable message to interpret it.
7. **Action/Feedback:** The response to the message received by the receiver.
8. **Noise:** This is the interference with the normal flow of the understanding process.



## Communication can be as:

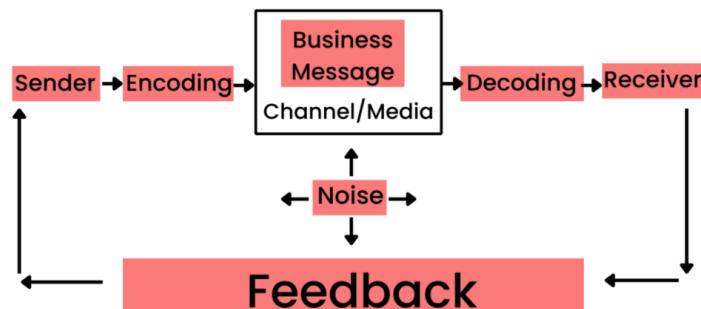
1. One way communication.

### **One-way Communication Model**

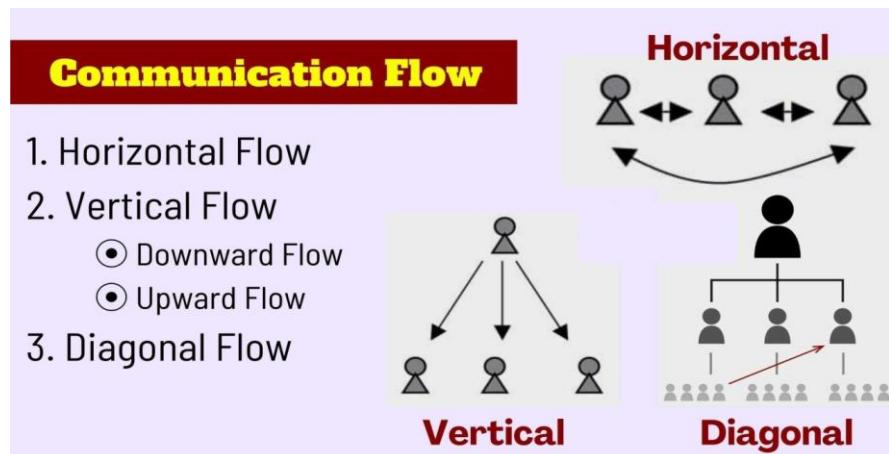


2. Two way communication.

### **Two-way Communication Model in Business**



3. Vertical.
  - a. Upward flow
  - b. Downward flow
4. Horizontal.
5. Diagonal.



## *Qualities of Good Communication:*

- Speed
- Accuracy
- Secrecy
- Record
- Suitability
- Impression
- Convenience

### **1.3 Functions of Communication**

“Lee Thayer”, a prominent management thinker; in his book titled: “Communication & Communication System” has divided the functions into four categories namely:

1. **The information function:** provides knowledge and information to people that require guidance in their actions.
2. **The command and instructive function:** Makes us aware of our obligations and responsibilities and to perform these duties adequately.
3. **The Influence and persuasive function:** this function motivates, directs and guides us to act and influence the behaviour of people through arguments and persuasion.
4. **The integrative function:** this integrates the activities and efforts of all individuals in a system; as a result a proper and well understood communication takes place.

### **1.4 Objectives & Importance of Communication:**

1. **Smooth and unrestricted ideas exchange:** for a task to be completed smoothly in a company or organization, peons and clerks take and deliver messages from higher level authorities to lower levels or from an employee to another. This helps in easy exchange of ideas and information within an organization.
2. **Quick decision making:** communication helps the administration in arriving at vital decisions;  
In decision making;
  - Management;
    - identifies various alternatives to solve any problem;
    - evaluate the alternatives;
    - Select the best alternative and obtain feedback during and after its implementation.
3. **Maximum productivity with the minimum cost:** Greater, better and cheaper production is the aim of all managements. In the olden days, company worked as a close knit family but as the size of the companies are now larger, tasks and information passes through a variety of filters and there is always a chance for its misinterpretation.
4. **Proper planning and co-ordination:** Communication helps in proper planning and coordination. Work is divided by those who direct a task and those who accept the directions; it is a must for the workers to coordinate in order to present the final result. Communication should be amongst all management levels and workers.
5. **Promotion of co-operation:** It is again one of the most crucial objectives of communication when it comes to the effective and efficient management of an organization.  
With the right use of communication strategies, managers can link different functional departments of an organization in a result-driven manner. It also plays a significant role in accomplishing organisational goals in a well-coordinated manner.
6. **Improve Public Relations:** Refers to the practice of enhancing an organization’s reputation in the eyes of public, stakeholders, employees, investors and all others associated with it.
  - Communication plays an essential role in effective public relations.

- Two way communication between both the parties is essential and information must flow in its desired form between the organization and public.
  - The receiver must understand what the sender intends to communicate for an effective public relation.
  - The receivers (public, target audience, stakeholders, employees, investors) must clearly understand the sender's message. (Organization in this case).
- 7. Democratic management:** Communication is also essential for democratic management. It helps to achieve workers participation in management by involving workers in the process of decision-making. In the absence of an efficient system of communication, there cannot be any delegation and decentralization of authority.
- 8. Helps in motivation and leadership:** Either you are running a business, or channelizing any social or educational endeavours, you must motivate your audiences in the right manner, so they can stay motivated in accomplishing the goals.  
When communication is done with the right inclusion of emotional intelligence, it empowers the audiences to opt for a higher level of performance in a dedicated and enthusiastic manner.  
Businesses can use different means such as workshops, lectures, meet-ups, talks, films, etc. for motivating people.
- 9. Public Image:** An important part of Strategic Communication is managing the public image of a business. The public image is the way the public sees and perceives a business. It can be positive or negative and is influenced by many factors including what the business does, how it communicates, and what others say about it.

- 10. Helps in providing job satisfaction:** The aspect of job satisfaction is developed through the medium of communication, which results in the form of achieving high productivity by employees in an organization.  
It is through communication that an individual can express his skills, role, and efficiency. In the absence of effective communication employees' level of job-satisfaction will decline and will affect their productivity adversely.

## **1.5 Communication Barriers**

- 1. Physical Barriers**
  - Noise: interference that occurs in the process which blocks the receiver from reception of message.
  - Improper Time: an order at closing time, a case at duty off etc
  - Physical Distance: Staff is located at distant locations it therefore becomes difficult for the sender to check whether the message has been received, understood and properly acted upon.
  - Information Overload: too much information sometimes causes problem. Too many mails may result in important mails being left unchecked.
- 2. Semantic Or Language Barriers**
  - a. Variety of Meanings: many words and symbols have a variety of meaning therefore both sender and receiver should choose the same meaning in order to have a complete communication.
  - b. Cultural Barriers: miscommunication often happens due to differences in environment, language and vocabulary.
  - c. Badly Expressed Message: lack of clarity causes lack of communication. Poor sentences structure, wrong usage in context cannot transmit the correct message.

### **3. Organizational Barriers**

- a. Organizational policy: policy has to be supportive for proper and smooth flow of information in the organization.
- b. Organizational rules and regulations: these affect the flow by prescribing the subject matter, the channel and priority of message.
- c. Status differences: if the sender has a higher position or status he might not disclose complete information in the fear of competition or to maintain his importance.
- d. Organizational facilities: if facilities like meetings, complaint box, suggestion box, social gatherings are not provided- it will lead to communication failure.

### **4. Psychological/Emotional Barriers**

- a. Premature Evaluation: some officers make judgement without listening to the whole message- think before speaking and taking an action.
- b. Selective Listening:
- c. Inferring: direct hearing, feeling, tasting, smelling etc; can b verified and constitutes a fact- but when we think beyond a fact its referred to as inferring. Eg: when we drop a letter in the post box, we assumed it will be picked and carried to the post office to be sent to the address provided on it.
- d. Emotional Attitudes: if a superior is short tempered, his subordinated will fear communication with him, they will avoid him.

### **5. Personal Barriers**

- a. Resistance to Change: it is a common feeling to stick to ones habits and customary patterns. Most people do not want any change with the fear that their authorities and responsibilities might be affected.
- b. Lack of Trust & Confidence: employees should have trust and confidence amongst them else their will hardly be a cordial relation.
- c. Inattention: when the receiver is not interested in the message sent such as reports, bulletins, notices, sometimes during oral communication, the listener might be inattentive, physically present but mentally absent.
- d. Lack of ability to communicate: this affects the flow of communication.
- e. Difference in the speed and talking and listening: this is a barrier that shows difference in the speed of talking and listening. Speakers usually have a flow rate of 120-160 words per minute and the listener can process four times faster than that.

#### **1.6 Overcoming Communication Barriers:**

- i. Shortening the lines of communication.
- ii. Use of simple and meaningful language.
- iii. Have patience to listen and understand others.
- iv. Utilize feedback.
- v. Develop mutual trust.
- vi. More use of informal and face to face talk.
- vii. Avoid Premature Evaluation.
- viii. Give importance to gestures and postures.
- ix. Co-ordination.
- x. Communicate to express not to impress.

## **1.7 7C's of Communication**

- |              |              |               |
|--------------|--------------|---------------|
| 1. Clear.    | 4. Correct.  | 7. Courteous. |
| 2. Concise.  | 5. Coherent  |               |
| 3. Concrete. | 6. Complete. |               |

### **Explanations:**

- 1. Clear:** (Clarity) Be clear about the goal of your message and the purpose of the message.
  - Present one idea at a time making it easier for the recipient to understand.
  - Don't leave them guessing what the message is about and having to fill in the gaps themselves.
  - Set a goal or outcome for what you want to communicate and work towards that.
- 2. Concise:** (Conciseness) Keep to the point and keep it short and simple.
  - Don't use unnecessary words (use two words where one will do or 6 sentences when 3 will do).
  - Don't repeat the same point in different ways.
  - This will also make any communication more engaging and easier to understand.
- 3. Concrete:** (Concreteness) Be clear, not fuzzy.
  - Ensure there is enough detail to get the message across but not too much so that the recipient will be lost and that the message is factual.
  - Adding too much 'noise' around your main points can mean these are missed.
  - Make sure your main points and any conclusions are clear to the recipient.
- 4. Correct:** (Correctness) Check the information you are providing is accurate and, in written communication, ensure it is free from grammatical and spelling errors.
  - Check the technical parts of your content are understandable by the person receiving the information.
  - Preparation will help here to make sure you can be sure about what you are communicating or a chance to read what you have written.
- 5. Coherent:** Make sure your message flows well and is laid out logically.
  - The points you make should all be linked to the main topic and should help you to deliver the objective you originally set out to achieve.
  - Make sure the tone of the message is the same throughout.
  - Consider using a structure for your communication to help here.
- 6. Complete:** (Completeness) Ensure the recipient has everything they need to understand your message and take action if needed.
  - If action is needed, ensure your message includes a 'call to action'.
  - Also, ensure that any specific details are clear and included.
  - Don't leave the recipient with lots of questions to ask.
  - Think about how you will check for understanding.
  - For example, you could ask questions to check their understanding.
- 7. Courteous:** (Courtesy) Your message should be polite, friendly, professional, open and honest.
  - Think about your message from the recipient's point of view and you are empathetic towards their needs.
  - This will help you to deliver the message in a way that's easy to understand and buy into.
  - Also, communicating to or writing for the reader can make your communication more engaging.

## **BUSINESS COMMUNICATION**

### **BCA SEMESTER: I**

#### **UNIT II: MEANING, NATURE & SCOPE OF ORAL COMMUNICATION**

##### **2.0 Introduction:**

**Oral communication** implies communication through mouth.

- Forms of Oral Communication include:
  - Conversing with each other:
  - Direct conversation
  - Telephonic conversation
  - Speeches
  - Presentations
  - Discussions...

Oral communication is generally recommended when the communication matter is of temporary kind or where a direct interaction is required.

Face to face communication (meetings, lectures, conferences, interviews, etc.) is significant so as to build a rapport (Link, Bond) and trust.

##### **What is Oral communication?**

Oral communication is the process of verbally transmitting information and ideas from one individual or group to another.

Oral communication can be *either Formal or Informal*.

##### **2.1 Meaning Nature and Scope of Oral Communication:**

**Meaning:** The oral communication skills hold great importance in interacting properly with people. *The communication process which is carried out by means of spoken words is referred to as oral communication.*

Effective listening in the workplace is important just like speaking.

Oral communication is the form of verbal communication, which **conveys the message from the sender to the receiver through the stated word**. In other words, communication with the help of spoken words is called oral communication. It is essential at every stage of our social and business dealings.

*Oral communication is a two-way process, as it provides a clear insight about the meaning to the message, and the message transmitted and the feedback is immediate.*

We communicate orally with our family, friends, in meetings, committees, conferences, over the telephone, radio, public, etc.

##### **2.2 Definitions of Oral Communication**

- Oral communication describes any type of interaction that makes use of spoken words.

- Oral communication implies communication through mouth.
- Oral communication includes individuals conversing with each other, be it direct conversation or telephonic conversation.

### **2.3 Nature and Characteristics of Oral Communication**

- Oral communication does not require much planning.
- It requires appropriate Para-linguistic features like tone, pitch, register, facial expressions, gestures and body language.
- Effective oral communication depends on purpose of the message.
- Oral communication should be:
  - Effective
  - Clear
  - Relevant
  - Tactful in phraseology and tone
  - Concise
  - Informative.

Presentations or conversations that bear these hallmark(characteristic) can be an invaluable tool in ensuring business health and growth. *Unclear, inaccurate, or inconsiderate business communication, on the other hand, can waste valuable time, alienate employees or customers, and destroy goodwill toward management or the overall business.*

### **2.4 Scope of Oral Communication**

Scope means the possibility of any particular subject in a particular field.

It can be understood by dividing in two parts:

1. Internal (within the organization)
2. External (outside the organization)

**Scope within the organization:** The types of oral communication commonly used **within** an organization include staff meetings, personal discussions, presentations, telephone discourse, and informal conversation.

**Scope outside the organization:** Oral communication with those **outside** of the organization might take the form of face-to face meetings, telephone calls, speeches, teleconferences, or videoconferences.

### **2.5 Principles of Effective Oral Communication**

**1. Well-Planned:** Before presenting something, there should be proper planning regarding the audience, topics to be delivered, timing, and other factors: So, a person must be well-prepared to deliver his speech.

**2. Clear pronunciation:** To make oral messages meaningful to receivers, words should be clearly and correctly pronounced. There should not be any lack of clarity; otherwise, the communication would be confusing.

**3. Brevity:** Effective oral communication desires that a message should be brief. If the sender took a long time for talking, his message may not get the attention of the receiver.

**4. Precision:** Precision is needed to make oral communication effective. There should not be any confusing words rather a message to be delivered should be specific so that there is no misunderstanding.

**5. Natural voice:** Any sort of unnatural voice may distort the message. A natural voice can do a lot to make oral communication effective.

**6. Logical sequence:** Ideas should be organized in a sequential way to make the message communicative and attractive. Unorganized ideas do not provide a clear sense while a logical sequence of ideas gives a clear sense.

**7. Suitable words:** Words have different meanings to different people in different situations in oral communication; a speaker should use common, simple, and familiar words so that the receiver can react to the message without any problem.

**8. Courteous:** Courtesy costs nothing but can earn many things. So, a speaker should be courteous while addressing listeners. It helps create a good impression in the mind of listeners regarding the speaker.

**9. Attractive presentation:** It is another principle to make oral communication effective. A speaker should deliver his speech in very nice and sweet language so that the receiver is attracted to take part in the communication.

**10. Avoiding Emotions:** Speaker must control his emotions to make oral communication effective. Too much emotion will take the speaker away from the main subject.

**11. Emphasis:** The speaker must be knowledgeable regarding the portion of the speech where he should give emphasis. Giving emphasis on respective points will help draw the attention of the audience.

**12. Controlling Gesticulation:** The speaker on many occasions, consciously or unconsciously, gesticulates for expressing his ideas or thoughts. This is a habit and should be avoided. Otherwise, the application of such a habit may lead to disinterest of the audience.

## **2.6 Techniques of Effective Speech:**

**1. Think before you speak:** By organizing your thoughts in advance, you can eliminate many of the awkward pauses that occur when speaking. It will also help you relay your information more concisely. While writing down your thoughts is not always possible in impromptu (unplanned, at once) discussions, it is still effective to take a minute to organize your thoughts in your mind before you begin to speak.

**2. Speak with confidence:** Speaking in a confident manner will help you build trust and command the respect of your audience.

There are several factors which can impact your ability to speak confidently such as:

- Command of the subject matter
- Word choice
- Tone of your voice
- Body language
- Ability to make direct eye contact with your audience.

**3. Be clear and concise:** The most effective way to get your point across is to make it in a clear and concise manner. Avoid using complex, convoluted sentences, and try to state your argument in direct language. Before speaking, ask yourself, “What is the clearest way I can make my point?”

**4. Be aware of your non-verbal communication cues:** Your body language significantly impacts the way others interpret what you say. Pay attention to the gestures you make, your facial expressions, and your body language to ensure they align with the message you are trying to get across.

**5. Be a good listener:** Being a good listener is as important as being a good speaker, and it will improve the quality of your verbal interactions. It shows the people you are speaking with that you genuinely care about their ideas, and it helps ensure you understand their needs. This will enable you to build trust and rapport much quicker.

**6. Think about the perspective of your audience:** Just because you have a strong command of a topic doesn't mean the people you are speaking to have the same knowledge as you. Try to think about how someone else will understand what you are trying to communicate, particularly if they lack the technical knowledge about a subject that you possess.

**7. Vary your vocal tone:** Speaking in a monotone voice is a sure-fire way to bore your audience. Instead, use voice inflection to add emphasis to important points, and vary the pitch of your voice to express emotion.

### **This will help keep your audience engaged in your message.**

Strong verbal skills will help to encourage essential discussion while playing a major role in bringing people together. Ask questions if you are wondering about a new concept in order to become more knowledgeable about that topic.

Explain why you are confused about a certain policy to get the assistance required for a better understanding of that set of guidelines. Express what you experienced in a certain situation so you can work through what you are feeling. Relaying this information will not only help yourself, but also those who you are speaking with by solving problems, making connections, and avoiding conflicts.

Additionally, be prepared to serve as a good listener in return because lacking the ability to give the same level of attention that you expect from somebody else when you are speaking is not fair. Effective verbal communication is an important skill to understand. Having the courage and ability to convey your thoughts in a respectable way will help enhance mutual understanding, trust, decision-making, and problem-solving between yourself and others, making the act of properly speaking and listening to an imperative influence on how we learn and think for ourselves.

## **2.7 Media of Oral Communication:**

**1. Face to Face Communication:** Face-to-face communication is the distinction of being able to see the other party or parties in a conversation. It allows for a better exchange of information since both speaker and listener are able to see and interpret body language and facial expressions.

**2. Teleconferences:** A teleconference is a live audio or audiovisual meeting with two or more participants. With the ability to teleconference, remote teams in an organization can collaborate and communicate, even when geographically dispersed. The process involves technology more sophisticated than a simple two-way phone connection. At its simplest, a teleconference can be an interactive audio conference with people at two or more locations communicating over a speakerphone. With more equipment and special arrangements, a teleconference also can be a video conference, in which the participants can see each other.

**3. Press Conference:** A press conference is an event organized to officially distribute information and answer questions from the media. Press conferences are also announced in response to specific public relations issues.

**4. Video Conferencing:** Video conferencing is an online technology that allows users in different locations to hold face-to-face meetings without having to move to a single location together. This technology is particularly convenient for business users in different cities or even different countries because it saves time, expenses, and hassles associated with business travel. Uses for video conferencing include holding routine meetings, negotiating business deals, and interviewing job candidates.

**5. Demonstration:** The act of showing someone how to do something or how something works.

**6. Dramatization:** is an excellent activity for learning oral skills in a safe environment of the classroom. In this way, students are given particular roles. It gives them the chance to practice the target language before they do conversation in real environment.

**7. Radio Recording:** This includes all kinds of recorded sound that is used for the purpose of broadcast.

**8. Meetings:** A meeting is when two or more people come together to discuss one or more topics, often in a formal or business setting, but meetings also occur in a variety of other environments.

**9. Grapevine:** The informal communication system, sometimes known as the grapevine, is the communication aspect of the informal system of the organization. It is as fickle, dynamic, and varied as people are. It is the expression of the natural motivation of people to communicate.

**10. Group Discussion:** Group Discussion or GD is a type of discussion that involves people sharing ideas or activities. People in the group discussion are connected with one basic idea. Based on that idea, everyone in the group represents his/her perspective. 10. Mobile Phone Conversation: Includes verbal conversations on mobile phone.

**11. Oral report:** The goals of an oral report are to deeply develop a student's understanding of a given topic. It allows the instructor to gauge a student's understanding of a given topic and ability to formulate that understanding into oral discourse.

**12. Closed circuit TV (CCTV):** is a TV system in which signals are not publicly distributed but are monitored, primarily for surveillance and security purposes.

## **2.8 The Art of Listening**

- Listening is different from hearing.
- Hearing is passive in nature.
- Listening is a proactive undertaking.
- Active listening requires you to listen attentively to a speaker, understand what they're saying, respond and reflect on what's being said, and retain the information for later.
- The listener may use active listening techniques like paying close attention to the speaker's behavior and body language in order to gain a better understanding of their message — and may signal that they're following along with visual cues such as nodding, eye contact, or avoiding potential interruptions, like fidgeting and pacing.

## **2.9 Principles of Good Listening:**

- It is tempting to think that because you can hear, you must be a good listener.
- A good listener will listen not only to what is being said, but also to what is left unsaid or only partially said.
- Effective listening therefore involves observing body language and noticing inconsistencies between verbal and nonverbal messages, as well as what is actually being said at any given moment.
  - For example, if someone tells you that they are happy with their life but through gritted teeth or with tears filling their eyes, the verbal and non-verbal messages are in conflict. It is therefore possible that they don't mean what they say.
- Effective listening involves using your eyes and mind, as well as your ears.

### **2.9.1 Ten Principles of Effective Listening**

There are ten principles behind really good listening.

**1. Stop Talking Don't talk, listen:** When somebody else is talking, it is important to listen to what they are saying. Do not interrupt, talk over them or finish their sentences for them. Right now, the most important thing that you can do is simply listen to them. As the saying goes, there is a time and a place for everything—and that includes both listening and speaking.

**2. Prepare Yourself to Listen Focus on the speaker:** Put other things out of your mind. The human mind is easily distracted by other thoughts, such as wondering what's for lunch, or what time you need to leave to catch your train, or whether it is going to rain later. When you are listening to someone, try to put other thoughts out of your mind and concentrate on the messages that are being communicated. Our page on Mindful Listening explains that it is natural for your mind to wander. However, just as you would when meditating, the trick is to catch your mind as it starts to do so, and bring it back to the speaker.

**3. Put the Speaker at Ease:** Help the speaker to feel free to speak. It is not always easy for someone to talk freely, especially if they find the topic is difficult, or it causes an emotional reaction. However, as a listener, there are actions you can take to make the speaker feel more confident. For example: Nod and smile, or use other gestures or words to encourage them to continue; Maintain eye contact but don't stare;

**4. Remove Distractions:** Remove as many distractions as possible so you can focus on what is being said. The human mind is prone to being distracted. It is therefore important to ensure that you don't give your mind too much opportunity for escape. When you are listening to someone, it is a good idea to remove possible distractions. Put down your phone, or turn away from your computer screen. It is also a good idea to avoid unnecessary interruptions.

For example, at work, you might leave your desks and go to a meeting room, leaving your phones behind. Avoid behaviours like doodling, shuffling papers, looking out of the window, picking your fingernails or similar. These kind of behaviours are unhelpful for both you and the speaker.

They are likely to distract you from the process of listening, and making your listening less effective. They will also suggest to the speaker that you are not interested, which makes it harder for them to speak.

**5. Empathise:** Try to understand the other person's point of view. When you are listening, it is important to see issues from the speaker's perspective: to empathise with them. This helps you to understand their point of view, and to understand their concerns. The best way to do this is to let go of preconceived ideas.

By opening your mind to new ideas and perspectives, you can more fully empathise with the speaker. If the speaker says something that you disagree with, then wait. Keep listening to their views and opinions without comment, until they have finished speaking.

After all, your first impression could be wrong. Their argument could be more nuanced when you listen carefully to it in full. You should only start to construct an argument to counter what is said, if necessary, once they have finished, and you have fully assimilated their argument.

**6. Be Patient:** A pause, even a long pause, does not necessarily mean that the speaker has finished.

Sometimes it takes time to formulate what to say and how to say it.

Be patient and let the speaker continue in their own time. Never be tempted to interrupt or finish a sentence for someone.

**7. Avoid Personal Prejudice** (injustice, unfair, discrimination, intolerance): Try to be impartial (neutral, fair). Our personal prejudices can lead us to pre-judge someone's words and meaning based on their habits or mannerisms.

- This prevents effective listening, because you have effectively already decided whether their words have value.
- Don't become irritated and don't let someone's habits or mannerisms distract you from what they are really saying.
- Everybody has a different way of speaking. For example, some people are more nervous or shy than others, some have regional accents or make excessive arm movements, some people like to pace whilst talking, and others like to sit still.

**8. Listen to the Tone:** Volume and tone both add to what someone is saying.

- A good speaker will use both volume and tone to help them to keep an audience attentive.
- Equally, everybody will use pitch, tone and volume of voice in certain situations. Effective listening means using these non-verbal cues to help you to understand the emphasis and nuance of what is being said.

**9. Listen for Ideas – Not Just Words:** You need to get the whole picture, not just isolated bits and pieces. Words are the most basic elements of communication, but they do not occur in isolation. Perhaps one of the most difficult aspects of listening is the ability to link together pieces of information to reveal the ideas of others.

- However, with proper concentration, letting go of distractions, and improving your focus this becomes easier.
- It is also helpful to use techniques like clarification and questioning to help you make more sense of ideas.

**10. Wait and Watch:** for Non-Verbal Communication: Gestures, facial expressions, and eye-movements can all be important in understanding someone's full meaning. We tend to think of listening as being something that happens with our ears—and hearing is of course important.

- However, active listening also involves our eyes.
- Some experts suggest that up to 80% of communication is non-verbal.
- That includes hearing the volume and tone—but a substantial element of any communication is body language. This is why it is much harder to gauge meaning over the phone. When listening, it is vital to watch and pick up the additional information being transmitted via non-verbal communication.

# **BUSINESS COMMUNICATION**

## **BCA SEMESTER: I**

### **UNIT III: WRITTEN COMMUNICATION**

#### **3.1 MEANING OF WRITTEN COMMUNICATION:**

A ‘Written Communication’ means the **exchange** of messages, orders or instructions in **written form** through letters, circulars, manuals, reports, telegrams, office memos, bulletins, etc.

- It is:
  - A formal method of communication
  - Less flexible.
  - Time-consuming,
  - Costly
  - Unsuitable for confidential and emergent communication.
- A written document preserved properly becomes a permanent record for future reference.
- It can also be used as legal evidence.
- It is most efficient when communication is required for action in future.

Some helpful hints in written communication suggested by **Robert Degise** are:

- i. **Keep words simple:** simple and familiar words make the message easier to understand.
- ii. **Do not be bogged down by rules of composition:** the rules of grammar and composition should be respected but the ultimate purpose of communication is the message which should be the priority.
- iii. **Write concisely:** use as few words as possibly but giving complete details, expressing your thoughts, opinions and ideas in the fewest number of words possible.
- iv. **Be specific:** vagueness destroys accuracy which leads to miscommunication, therefore be specific about the point you are writing about.

**3.2 TYPES OF WRITTEN COMMUNICATION:** the following are various means of written communication used.

These **should** contain all necessary facts, should be complete, concise and clear.

- |              |   |
|--------------|---|
| 1. Reports   | 4. Manuals                                |
| 2. Magazines | 5. Memoranda: written message in business |
| 3. Circulars |   |

- |  |   |
|--|---|
| 6. Newspapers  | 15. Notice Boards   |
| 7. Notices   | 16. Telegram: a message that is sent by a system (telegraph) that uses electrical signals and that is then printed and given to somebody. |
| 8. Agenda: provides information on the order in which topics will be discussed | 17. Tele-printers   |
| 9. Minutes: are a written record of a meeting                                  | 18. Telex: machines that send text messages.  |
| 10. Agreements   | 19. Fax (facsimile): machines transmit scanned images of documents over telephone lines   |
| 11. Pictures/diagrams/graphs   |   |
| 12. Orders   |   |
| 13. Rules and Regulations book   |   |
| 14. Instructions manual  | 20. E-mail  |

### **3.3 PURPOSE OF WRITING:**

**Some crucial reasons for writing are: to inform; to entertain; to explain; to persuade; to argue; to evaluate; to express...**

1. It is suitable for long distance communication and repetitive standing orders.
2. It creates permanent record of evidence. It can be used for future reference.
3. It gives the receiver sufficient time to think, act and react.
4. It can be used as legal document.
5. It can be sent to many persons at a time.
6. It is suitable for sending statistical data, chart, diagram, pictures, etc.
7. Order, allocation of work, job distribution, etc. in written form reduce doubt and help in fixation of responsibility.
8. Uniformity in work procedure can be maintained through written communication.
9. It is easy to send unpleasant or bad news through written communication.
10. A good written communication can create goodwill and promote business.

### **3.3.1 MERITS OF WRITTEN COMMUNICATION**

#### **1) Easy to Preserve:-**

Documents are easy to preserve if they are in written form. Oral and Non-verbal communication is not preserved. Though it can be recorded, it is not convenient to record it every time. Written communication serves as a means of collecting important information from the previously preserved data.

#### **2) Clarity and Clear Understanding:-**

- It provides a clear and comprehensive grasp of the message to be conveyed.
- Provides us a facility to read the message many times until the recipient fully comprehends it.
- There are lower chances that any information in the communication is missing or not being conveyed. As a result, the recipient receives and comprehends the exact meaning that the sender wants to convey.
- Oral or non-verbal communication can be forgotten easily, and sometimes the recipient is not much focussed while listening.

#### **3) Permanent Record:-**

Act as a permanent record. Furthermore, an organization's records are usually in the written format, which can be very worthy for future references.

For Example:- Previous instructions and decisions might serve as guides for future decisions and other references. It will save time and effort in the future if it is in written form.

#### **4) Makes Presentation Easy:-**

Written communication provides us the advantage of representing any complex matter or information easily and more attractively.

For business organizations, the executives can present the information more accurately and clearly through written communication. It provides a direction to describe the facts in the simplest way.

#### **5) Serves as a Legal document:-**

Documents in the written format serve as legal evidence for important business activities and transactions.

In the event of a lawsuit, the one which is used as admissible evidence is written communication. As it is legal evidence, it is kept with due care and proper responsibility, and also, while drafting it, proper requirements are fulfilled.

#### **6) No wastage of time and money:-**

Prevents waste of time and money. It is because all the parties or members communicating their ideas or data can share it even without meeting each other, i.e., the communicators and the receiver can exchange their views without even meeting.

## **7) Fewer chances of distortion:-**

- Written communication also reduces the chances of distortion.
- As in written communication, information is stored permanently, so the possibility of distortion or any alterations of the information decreases.
- In the case of oral communication, the communicator may lose specific points or some facts which are important while speaking.

## **8) Maintaining Image:-**

Written communication helps the organization as well as the person to maintain its reputation and image in front of others.

Effective written communication also can create goodwill in the organization and promote its business.

## **9) Ease in verification –**

Easily verify if there is some confusion. You can refer to the written record and verify if something acclaimed or said is true or not. It is easy to verify in case any misunderstanding occurs between the parties.

## **10) Other Advantages of written communication are:-**

- Written communication is often used as a reference.
- It can be used as a controlling tool for controlling the activities of the organization.
- The recipient of the information gets sufficient time to think, act and react.
- In the case of long-distance communication and repetitive standing orders, written communication is very useful.

### **3.3.2 DEMERITS OF WRITTEN COMMUNICATION**

#### **1) Expensive:-**

- One of the disadvantages of written communication is being costlier than other communications.
- For written communication, paper, pen, ink, typewriters, printing machines, and maintaining such equipment and machinery, a computer and a large number of employees are necessary for its execution.
- Also, it is expensive as a group of individuals to prepare and distribute the organization's letters which is quite costly for any organization. Hence it is expensive.

#### **2) Time Consuming:-**

- Written communication is not only expensive but also very time-consuming.
- Drafting and forming a message in written form takes much more time than conveying orally.
- A written message can take two or three days to reach its intended recipient, but an oral communication message can be conveyed in a matter of seconds over the phone.

- Furthermore, written communication is also time-consuming as the feedback is not immediate.
- Also, It requires a lot of time to encode and send a message.

### **3) Lack of confidentiality:-**

- Keeping the information confidential is not always possible in written communication which serves as one of the biggest disadvantages of written communication.
- Forwarded to every person who is concerned with the information or particular matter, there is a possibility of leakage of information by any employees, which is likely to have negative effects on the organization and may also lead to losses.

### **4) Delay in response and decision making:-**

If the recipient of the message lives far at a distance and has any doubt which is required to be clear, the response is not spontaneous as there is a lack of immediate response, which eventually leads to a delay in further decision making.

### **5) Red Tapisim:-**

- It is one of the biggest disadvantages of Written communication.
- The time taken for approval of any project is called Red Tapisim.
- All the messages are usually conveyed on the basis of the Scalar chain, but sometimes it may happen that any written message or letter is kept on file without any immediate action. The concerned person intentionally caused a delay in response and which will eventually lead to a delay in further decision-making.

### **6) Impractical for Illiterate:-**

- Another disadvantage of written communication is it becomes futile (useless) if the communicator or the recipient is someone who cannot read or write.
- If the sender is illiterate, then he won't be able to draft a written message, and if the recipient is illiterate, then that written message makes no sense for him as he can't read it, and this often leads to ineffective communication.

### **7) Fabrication of the information:-**

- When any written message goes against the interest or concern of any higher officials or someone authoritative, there is a likelihood of fabrication of such messages by the employees.
- They may flatter or inflate the information conveyed to gain the recognition of the higher authorities for their personal benefits.
- Also, when the sender attempts to avoid criticism from others, they may flatter and exaggerate the facts in the written letter.

### **8) Complexity information:-**

- Drafting and forming any written messages requires the use of various rules and procedures, and several formalities are to be fulfilled. It should be in proper format

as per the objective of drafting it, which often creates confusion for the sender/drafter of the information.

## 9) Other disadvantages of written communication are:-

- Written communication usually doesn't provide a personal touch. Therefore it becomes quite difficult to persuade and convince people through written forms of communication.
- Being written in nature, it is less flexible and cannot be changed easily.
- Sometimes due to the use of complex words, it becomes difficult for the reader to understand. Sometimes a lot of jargon (slang, improper words) is used in written records and reports, which makes them difficult to understand for laymen.
- There is often a delay in quick clarification and correction of the information. In oral communication, you can quickly ask a follow-up question to seek clarification. This is not the case for written communication.

*Though there are some disadvantages of written communication, it is still a widely used mode of communication. It is a strong medium to communicate when it comes to legal and business affairs due to its manifold (multiple, various) advantages.*

## 3.4 CLARITY OF WRITTEN COMMUNICATION:

Clarity is a characteristic of a speech or a prose of composition that communicates effectively with its audience.

### 1. Know what you want to say:

- Clarity goes beyond a few writing tweaks. It's a whole new way of thinking. And it forces you to think about what you're writing before you start spilling words onto the page. Before you write a word, you should know the following:
  - ♣ Your subject. For example, this post is about clear writing.
  - ♣ Your point. My point in this article is to explain how to write with clarity.
  - ♣ Your outline. An outline is the basic structure of an article.

### 2. Know who you're talking to: Knowing your audience is an important feature of good writing. The better you know your audience, the more clearly you can communicate to them.

- Think of your audience as a five-year-old child. To communicate with them effectively, write the way you would talk to a five-year-old. It won't offend them or

insult their intelligence. Instead, it will allow them to process your message easily. Obviously, when explaining advanced topics, you will need to use bigger words and advanced concepts. For this reason, you should know what topics and concepts your audience is familiar with, and discuss such topics.

**3. Define unfamiliar words:** One simple technique to make your writing clear is to explain your terms. At the beginning of this article, I defined clarity. If I had just assumed you knew the definition, the article could have been confusing. Instead, I explained it. If you're going to write an article that focuses on a particular subject or concept, then be sure to explain that subject or concept. That way, readers know exactly what you're talking about.

**4. Create a sentence outline:**

- What is a sentence outline? A sentence outline is an outline of your article using complete sentences. When your outline consists of phrases or single words, it's not clear or helpful.
- Writing full sentences forces you to think through what you're saying. Plus, full sentences help the user understand what each point is about.

**5. Write one-sentence paragraphs:** Make your sentences short. Short sentences are easier to understand. If you try to pack a lot of words into a sentence, you lose clarity. Don't use long words. Long words impact clarity. To impress people? To flaunt your knowledge? To most ordinary people, these words mean nothing.

**6. Leverage writing tools:** Use of easy writing tools such as: **Hemingway Editor** and **Grammarly**.

- The **Hemingway app** is designed to make your writing clear.
  - Here are the benefits:
    - ♣ The Hemingway Editor cuts the dead weight from your writing by highlighting wordy sentences in yellow and more egregious ones in red.

- ♣ Hemingway helps you write with power and clarity by highlighting adverbs, passive voice, and dull, complicated words.

**7. Pay Attention to Commas:** missing commas can change the meaning of a sentence.

Eg: Originally selected students ... are different from: Originally, selected students...

**8. Watch for misplaced phrases:** the placement of phrases can obscure or clarify the meaning of your sentence.

**Eg: Being a regular employee of the company, Mr. Roy deserves a bonus.**

This means that I am referring to myself in the beginning but:

**Mr. Roy deserves a bonus as he has been a hardworking employee of the company.**

### **3.5 PRINCIPLES OF EFFECTIVE WRITING**

**1. Brevity:** It is bad manners to waste [the reader's] time. Therefore brevity first, then, clarity.

**2. Clarity:** It is bad manners to give [readers] needless trouble. Therefore clarity.... And how is clarity to be achieved? Mainly by taking the trouble and by writing to serve people rather than to impress them.

**3. Communication:** The social purpose of language is communication—to inform, misinform, or otherwise influence our fellows.... Communication [is] more difficult than we may think.

**4. Emphasis:** Just as the art of war largely consists of deploying the strongest forces at the most important points, so the art of writing depends a good deal on putting the strongest words in the most important places.... One of the most important things, to my mind, in English style is word-order. For us, the most emphatic place in a clause or sentence is the end. This is the climax and, during the momentary pause that follows, that last word continues, as it were, to reverberate in the reader's mind. It has, infact, the last word.

**5. Honesty:** As the police put it, anything you say may be used as evidence against you. If handwriting reveals character, writing reveals it still more. You cannot fool all your judges all the time.... . Most style is not honest enough. Easy to say, but hard to practice.

**6. Passion and Control:** This, indeed, is one of the eternal paradoxes of both life and literature—that without passion little gets done; yet, without control of that passion, its effects are largely ill or null.

**7. Reading:** One learns to write by reading good books, as one learns to talk by hearing good talkers.

**8. Revision:** Every author's fairy godmother should provide him not only with a pen but also with a blue pencil.

**9. Sophistication and Simplicity:** My point is merely that the sophisticated (ready though they may be to suppose so) do not necessarily express themselves better than the simple—in fact, may often have much to learn from them.

**10. Sound and Rhythm:** Apart from a few simple principles, the sound and rhythm of English prose seem to me matters where both writers and readers should trust not so much to rules as to their ears.

### **3.6 WRITING TECHNIQUES:**

Writing techniques in writing could be a vital variety of communication. if you cannot write then you will miss several opportunities in life.

Writing well needs techniques and writing functions such as:

- 1. Persuasion:** this is used to alter the reader's purpose of read on a specific subject or topic. The author presents a compelling format of facts and opinions so as to persuade the reader.

2. **Description:** an outline may be easy to write and understand the context. The aim is to assist the reader to uses the senses of seeing, hearing, feeling and smelling to expertise what the author experiences.
3. **Comparison and Contrast:** the aim of writing technique is to indicate to the reader the similarities and variations of topics. Comparison shows the differences between two terms like warfare (fighting, conflict) and warfare II and the similarities of the two wars.
4. **Exposition:** the aim is to explain, clarify the writer's concept and thoughts. It provides larger details and depth of understanding. These are mostly found in newspapers and magazines.
5. **Narration:** this technique is employed when telling a story. The story includes the setting time, downside and backboneof the matter, a main character, supporting characters and conclusions. Eg: children's books, play scripts.
6. **Communication through electronic media:** media states various means of communication that use devices.
  - a. **Electronic media:** a media that uses electromechanical devices to access the content, example the social media. This makes communication easier and faster to connect people from one end to another.

### **3.7 ELECTRONIC WRITING PROCESS:**

E-communication puts new demands on language that prompts varieties in composed language utilization.

The language of email, chats, web based discourses and sms messages is set apart by highlights of casual speech and formal written work.

The electronic medium gives another set to the composition procedure.

## **BUSINESS COMMUNICATION**

### **BCA SEMESTER: I**

#### **UNIT IV: BUSINESS LETTERS AND REPORTS**

##### **4.1 Business letter**

A business letter is a letter that is used by organizations to communicate in a professional way with customers, other companies, clients, shareholders, etc. The business letter uses formal language and a specific format. Companies use it to convey important information and messages.

##### **Business Letter Definition:**

A letter written for business purposes is a business letter.

Inquiry letters, offer letters, order letters, cover letters, notices, and termination of employment are some of the business letters.

##### **4.2 PARTS OF BUSINESS LETTERS**

A business letter will be more impressive if proper attention is given to each and every part of the business letter.

There are 12 parts of the business letter

- The Heading or Letterhead
- Body Paragraph
- Date
- Complimentary Close
- Reference
- Signature And Writer's Identification
- The Inside Address
- Enclosures
- Subject
- Copy Circulation
- Greeting
- Post Script

### **4.3 NEEDS FOR A BUSINESS LETTER**

In business, letter writing is a major thrust area of communication. The modern goals of nations for free Global trade and the need to cut across national, linguistic, and cultural barriers to promote trade have made the letters an important business tool.

### **4.4 A business letter serves certain important functions:**

1. A business letter as a representative of the organization. It is an inexpensive substitute for a personal visit.
2. It seeks to provide information on subjects connected with business.
3. A business letter provides valuable evidence for a transaction and thus serves a legal purpose.
4. A business letter becomes a reference material for future transactions between organizations and individuals.
5. A business letter promotes and sustains goodwill.
6. A business letter motivates all the people involved in a business to a higher and better level of performance.
7. A business letter enlarges and enhances the business we can elaborate on each of the functions thus.
  - Every organization has to continuously promote and expand its business.
  - All information on its product and service gets updated through a business letter sent to customers and clients.
  - It is a micro-level substitute even for advertisements.
  - Agents and retailers in turn pass on the information to clientele (customers) spread over a large area. It promotes goodwill.
  - Precedents are available to guide future actions from files of outgoing and incoming letters.
  - Business letters have legal validity. In times of dispute and doubt, they can provide substantial evidence to solve them.

## **4.5 FUNCTIONS OF A BUSINESS LETTER**

There are many functions depending on the business letter. **The main function of a business letter is to carry and deliver a message to an intended receiver.** Such a message is written in the body of a letter and such body is usually short but written in three parts. Each paragraph reflects a particular task that is,

- ❖ **The first paragraph states the main idea**
- ❖ **The second paragraph States supporting details**
- ❖ **The third paragraph highlights the concluding message**

### **The first paragraph**

The first paragraph presents the main idea and aims to:

- Get the favourable attention.
- Indicate what the letter is about.
- Set a friendly, courteous tone.
- Refer to previous correspondence, if appropriate

### **Functions of the first paragraph**

**Get favourable attention:** The beginning paragraph is like a newspaper heading. It must be attractive so that it can catch the reader's attention and encourage him or her to continue to read the rest of the letter. The first paragraph determines how the reader will react to the letter.

Three typical reactions to letters are positive, negative and indifferent. Naturally, you want to get a positive reaction.

The reader has a **positive reaction** to your message whenever he or she is **interested** and will probably take the action you desire.

The reader has a **negative reaction** when he or she responds in an excited way and will probably **not take the action** you desire.

An indifferent response Assumes really do not care what the letter.

**Set the tone of the letter:** Let the reader know what the letter is about by getting to the point immediately. Don't ask the reader to search for information throughout the letter. Give a message now to get a positive reaction.

**Indicate the purpose of the letter:** The objective of the first paragraph is to obtain favourable attention that will gain a positive response from the reader. Make the beginning paragraph work for you to accomplish this objective.

### **Functions of the middle paragraph**

The middle paragraph provides answers to the following questions to be made by the reader, such as:

- Why are you telling me this?
- How will it affect me?
- Why was the decision made?
- What do you want me to do?

Therefore, such paragraphs should maintain two things clearly i.e.

a) **Provide background information:** Inform the reader in such a way so that he gets clear about the message of the letter and is therefore capable of making an intelligent evaluation.

b) **Provide supporting information:** Provide supporting information to answer the why, how, what, who, when, or where questions clearly and completely to satisfy the reader.

1. The first paragraph, "I want to tell you that"
2. Supporting the background information why, how, what, who, when, where
3. Final paragraph closing

### **Functions of the last paragraph**

The final paragraph is as important as the opening one. Like the first paragraph, the last paragraph should say something. Every host is familiar with the guest who says good night and then sits down to tell one more story or one last joke.

Many business writers use the same technique. The functions of the last paragraph are to

- Request action
  - Conclude the message
  - Present a positive company image
- a) **Request Action:** The final paragraph should make it as easy as possible for the reader to take or accept the point of view of the writer. The closing is specific; it gives the time, date, and action desired.
- For example,** this tells the reader what action to take and how easy it is to take the action.
- b) **Conclude The Message:** The last paragraph is the summary of the letter. It emphasises the action you want this reader to take it; states exactly what you want the reader to do. A direct question provides a good closing because it gives the reader a specific query to consider.

**For example,**

- Will you confirm the date of the meeting?
- Shall we deduct these expenses from your account?

- c) **Present a positive company image:** The last paragraph should be short and friendly, written in the same positive tone that was used in the first paragraph. The closing paragraph provides for leaving the reader with a feeling of goodwill.

**The least effective closings are incomplete endings. Letters should not end with “*Hoping to hear from you*”, “*Thanking you in advance*”, or “*Trusting we shall have your cooperation in the matter*”. These endings are weak, incomplete, outdated, and offer no incentive for action.**

## **4.6 PLANNING A BUSINESS LETTER:**

A business letter is not a place for chit-chat. Unlike business conversations where a certain amount of small talk is used to break the ice, a business letter should be **clear and concise**. By taking time to plan your letter, you will save time in the writing and proofreading stages. During the planning stage, ask yourself a few simple questions.

### **Who am I writing this letter to?**

Identifying your audience always comes first. Are you writing to more than one person, to someone you don't know, or to someone you have known for a long time? This will help you determine how formal the letter needs to be. You may need to introduce yourself briefly in the letter if the recipient does not know you. You may also need to find out the updated address and title of the recipient. This is a good time to confirm the correct spelling of the first and last name.

### **Why am I writing this letter?**

The main reason for the letter should be understood from the subject line and first few sentences. You may cover more than one thing in one business letter, but there will almost always be a general reason for the letter. Identify your main goal and what you hope to accomplish.

### **Are there specific details I need to include?**

Gather any dates, addresses, names, prices, times, or other information that you may need to include before you write your letter. Double-check details rather than relying on your memory.

### **Do I require a response?**

Many types of business letters require a response. Others are written in response to a letter that has been received. Before you start writing, determine whether or not you require an action or response from the recipient. Your request or requirement should be very clear. In some cases, you may even need to provide a deadline for a response. If you do require a response, how should they contact you? Indicate this information clearly as well. You may want to provide more than one option, such as an email or phone number.

## **How can I organize my points logically?**

Think about how you would organize your thoughts if you were speaking rather than writing to the recipient.

- First, you would introduce yourself.
- Second, you would state your concern or reason for writing.
- After the main content of your letter, you should include information on how you can be contacted.
- The end of the letter is also a place to express gratitude, wish good luck, or offer sympathy.

## **4.7 BUSINESS LETTER LAYOUT**

When writing a business letter, the layout of your letter is important, so that it will be easy to read and look professional. So, it is your use of an appropriate salutation and closing, your spelling and grammar, and the tone you employ.

### **Letter font and spacing:**

- **Properly space the layout** of the business letters you write, with the space between the heading, the greeting, each paragraph, the closing, and your signature.
- **Single-space your letter** and leave a space between each paragraph. When sending typed letters, leave two spaces before and after your written signature.
- **Left justify your letter** so that your contact information, the date, the letter, and your signature are all aligned to the left.
- **Use of plain fonts** like Arial, Times New Roman, Courier New, Calibri, or Verdana.

Make sure that the font size you use is large enough that your reader won't need to reach for their glasses -the standard font size for these fonts is 10 points or 12 points.

#### **4.7.1 BUSINESS LETTER ETIQUETTE AND TONE:**

- ❖ **Salutation:** It is still standard to use the recipient's title (*Mr., Mrs., Ms., Dr., professor, judge*) before their last name in the salutation of formal business correspondence (e.g., *Dear Mr. Smith*). The word “**Dear**” should always precede the recipient's name; don't simply use their name by itself as you might do in casual correspondence.
- ❖ By the same token, avoid beginning business correspondence with openings like, “*hello*”, “*hi*” or “*good morning*”. The business letters should always begin with “**Dear** (recipient's title and name)” unless you use the salutation “To whom it may concern” (in instances when you do not know the name of the recipient)
- ❖ **Closing:** Acceptable closing is to use include: “*Sincerely*”, “*Best regards*”, “*Regards*”, “*Thank you*”, “*Thank you for your consideration*”, “*Respectfully*”, and “*Very respectfully*”. **Do not use casual closing like:** “*Later*”, “*Cheers*”, or “*Thanks!*”
- ❖ **Word Choice and Grammar:** Although your word choice for business letters should not be too complex. Correct the spelling errors and grammatical mistakes.
- ❖ **Paper:** If you are drafting a formal business letter to be mailed as opposed to an email, the paper you use should be standard white paper of a decent weight. Do not use coloured or flamboyant (showy, colourful) paper that might be used in marketing “*Junk mail*”. It's fine to include a simple business logo at the top of the paper.

## **Business letter layout example**

- **Your contact information**
  - Your name
  - Your address
  - Your city, state ZIP Code
  - Your email address
- **Date**
- **Recipient's contact information**
  - Name
  - Title
  - Company
  - Address
  - City, State ZIP Code
- **Salutation**
  - Dear Mr./Ms. Last Name
- **Body of letter**
  - The first paragraph of your business letter should provide an introduction to why you are writing.
  - Then, in the following paragraphs provide more information and details about your request.
  - The final paragraph should reiterate the reason you are writing and thank the reader for reviewing your request.
- **Closing**
  - Respectfully yours
- **Signature**
  - Handwritten signature for a hard copy
  - Typed signature

## **4.7.2 TYPES OF BUSINESS LETTERS**

The term “business letters” refers to any written communication that **begins with a salutation, ends with a signature, and whose contents are professional in nature.**

Historically, business letters were sent via postal mail or courier, although the internet is rapidly changing the way businesses communicate. There are many standard types of business letters and each of them has a specific focus.

### **1. Sales letters:**

- a. Start with a very strong statement to capture the interest of the reader.
- b. Since the purpose is to get the reader to do something these letters include strong calls to action, detail the benefit to the reader of taking the action, and include information to help the reader to act, such as including a telephone number or website link.

### **2. Order letters:**

- a. Order letters are sent by consumers or businesses to a manufacturer, retailer, or wholesaler to order goods or services.
- b. These letters must contain specific information such as model number, name of the product, the quantity desired, and expected price. Payment is sometimes included with the letter.

### **3. Complaint letters:**

- a. The words and tone you choose to use in a letter complaining to our business may be the deciding factor on whether your complaint is satisfied.
- b. Be direct but tactful and always use a professional tone if you want the company to listen to you.

### **4. Adjustment letters:**

- a. It is normally sent in response to a claim or complaint.
- b. If the adjustment is in the customer’s favor, begin the letter with that news. If not, keep your tone factual and let the customer know that you understand the complaint.

## **5. Inquiry Letters:**

- a. Inquiry letters ask a question or elicit information from the recipient.
- b. When composing this type of letter, keep it clear and short and list exactly what information you need.
- c. Be sure to include your contact information so that it is easy for the reader to respond.

## **6. Follow-up letters:**

- a. Follow-up letters are usually sent after some type of initial communication.
- b. This could be a sales department thanking a customer for an order, a businessman reviewing the outcome of a meeting, or a job seeker inquiring about the status of his application.
- c. In many cases, these letters or a combination of thank you notes and sales letters.

## **7. Letters of recommendation:**

- a. Prospective employers often ask job applicants for letters of recommendation before they hire them.
- b. This type of letter is usually from a previous employer or professor, and it describes the sender's relationship with and opinion of the job seeker.

## **8. Acknowledgement letters:**

- a. Acknowledgement letters act as simple receipts.
- b. Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.

## **9. Cover letters:**

- a. Cover letters usually accompany a package, report, or other merchandise. They are used to describe what is enclosed, why it is being sent, and what the recipient should do with it if there is any action that needs to be taken.
- b. These types of letters are generally very short.

## **10. Letters of resignation:**

- a. When an employee plans to leave his job, a letter of resignation is usually sent to his immediate manager giving him notice and letting him know when the last day of employment will be.
- b. In many cases, the employee also will detail his reason for leaving the company.

## **Elements of Communication:**

The basic elements of communication are:

- a) Communicator:** The sender, speaker, issuer, or writer who intends to convey or transmit a message.
- b) Message:** The subject matter of communication.
- c) Transmission:** The act of conveying the message.
- d) Channel:** The medium used to transmit the message.
- e) Receiver:** The person to whom the message is meant
- f) Response:** Replying or reaction of the receiver.

## **Essentials of Effective business communication:**

- 1. Simple language:** The language used in the communication should be simple and understandable.
- 2. Clearness:** The communicator should be clear in his mind about the objective of his communication. There should not be any ambiguity in communication.
- 3. Adequacy of information:** It should contain adequate information and should be complete in all respect; otherwise it will not serve the purpose of communication.
- 4. Proper medium of communication:** The communicator should select the proper media of communication by considering such factors as the nature of communication, urgency of communication, distance between communicator and recipient of communication etc.
- 5. Accurate:** An effective communication should be accurate. False and misleading statement will seriously undermine the reputation of the business. It may also lead to expensive litigation.
- 6. Courtesy:** Politeness is, of course, one of the important attributes of good business communication. A polite language should be used in communication. It helps improve business relations.

## **4.8 REPORTS**

**Reports are documents designed to record and convey information to the reader.**

Reports are part of any business or organization from credit reports to police reports; they serve to document specific audiences, goals, or functions.

The type of report is often identified by its primary purpose or function, as in an accident report, or laboratory report, sales report, or even a book report.

**Reports are often analytical or involve the rational analysis of information.**

#### **4.8.1 ESSENTIALS OF GOOD REPORT:**

The report should have a proper title to describe the subject matter reported therein. The report should be in good form and should have sub-headings and paragraph division. The name of the report should be written on the top of the report.

1. The report should be factual. The whims and ideas of the person preparing the report should not be allowed to influence the report.
2. The report should relate to a certain period and the period of time should be indicated on the top of the report.
3. The report should be clear, brief and concise. Clarity should not be sacrificed at the cost of brevity.
4. The reporting must be prompt because information delayed is information denied. If a considerable time elapses between happening of events and reporting, an opportunity for taking appropriate action may be lost or some wrong decisions may be taken by management in the absence of information
5. A report should distinguish between controllable and non-controllable factors and should report them separately. It is because management can take suitable action regarding controllable factors.
6. Appropriate remarks should be given in the report. It saves valuable time of management and ensures prompt attention. Adequate data should be given to suggest possible course of action.
7. The report should be periodically reviewed. The form and content of the report should not be of a permanent nature. They should go on changing with the circumstances; otherwise, the recipient will take them as a stale useless, and routine type.
8. The report should be taken as correct within the possible degree of inaccuracy. The margin of error allowed will depend upon the purpose for which the report is prepared.
9. The report should draw the manager's attention immediately to exceptional matters so that management by exception may be carried out effectively. Thus reports should highlight significant deviations from standards.

10. Visual reporting through graphs, charts and diagrams should be preferred to descriptive reports because visual reporting attract the eye more quickly and leaves a lasting impression on the mind.
11. Where comparison is reflected in the report it should be ensured that the same is between comparable matters so that meaningful comparisons may be made and an idea about efficiency or inefficiency may be formed.

#### **4.8.2 PURPOSES OR OBJECTIVES OF BUSINESS REPORTS:**

Reports are the primary means of communication in the organization. In large-scale organizations, there is no alternative to use the reports. Reports also play an important role in small-scale organizations.

##### **Purposes/Objectives/importance of reports:**

1. **Transmitting information:** It is very important for transmitting information from one level to another. Although a manager can personally collect required information in a small-scale enterprise.
2. **Making decisions:** A report is the basic management tool for making decisions. The job of a manager is nothing but to make decisions. Reports supply necessary information to managers to solve the problems.
3. **Communication with external stakeholders:** In addition to internal use, reports also communicate information to external stakeholders like shareholders, creditors, customers, suppliers, government officials, and various regulatory agencies. In the absence of formal business reports, such stakeholders would remain dark about the organizations.
4. **Development of information base:** Reports are also contributed to the development of an information base in an organisation. It develops an information base in two ways. Firstly, day-to-day information is recorded permanently for writing reports. Secondly, the written reports are preserved for future reference.
5. **Developing labour management relationship:** Reports also helps to improve labour management relationship particularly, in a large organization. In large organizations, there is little opportunity for direct communication between top-level management and

employees. In this case, the report is used as a mechanism of keeping both sides information about each other and improving their relationships.

6. **Controlling:** Controlling is the final function of management. It ensures whether the actual performance meets the standard. In order to perform the managerial function of controlling, a report serves as a yardstick. It supplies the necessary information to impose a controlling mechanism.
7. **Recommending actions:** Reports not only supply information but also recommend natural actions or solutions to the problem. When someone is given the charge of investigating a complex problem and suggesting an appropriate remedy, the investigator usually submits a report to the concerned manager.

#### **4.8.3 TYPES OF BUSINESS REPORTS:**

The information may be facts figures or a detailed analysis of any situation. Businesses make important decisions and plan for the future of the company based on these reports and hence the importance of such reports is self-established. Major decisions like investments and expansions are based entirely on business reports. These are of various types as follows:

1. **Formal business reports:** These reports are prepared in a given format and they are presented to the authorities in an already established manner. They are submitted to committees and bodies or heads of various departments or organizations. Since the report talks only about business in a formal way they are called, formal business reports.
2. **Informal business reports:** These reports are prepared in a convenient format that is convenient to the reporter and presented to the required person immediately after demand. These reports can also be presented in the form of a memorandum or a business letter. Since there is no fixed format for these reports it is termed as informal reports.
3. **Informative business reports:** These are types of business reports that are prepared with the intention of providing information in a descriptive way that addresses a particular issue, situation, or problem. They provide information in a detailed manner which is used by the authorities to gain insight into the matter which is why they are termed as informative reports.

4. **Interpretative business reports:** Unlike informative report which contains only information, the interpretative report may also contain issues as to why a certain event or an issue and what would be the course of action along with a recommendation for the same.
5. **Verbatim (word –to –word) business reports:** The reports that are prepared by secretaries or any other individual who records word-to-word discussions that are made in the meeting are called verbatim reports.
6. **Summarised business reports:** The report that is made with the assistance of important details that have been discussed in the meeting is called a summary report. These types of business reports are made with the intention of sending them for the press release or for the shareholders of the company or a member of a certain institution.
7. **Problem-solving business report:** As the name suggests, problem-solving business reports help to solve a problem by suggesting or recommending a plan of action regarding a certain situation. The report also contains the causes of such problems and the conclusion is done in various ways that can be adopted to solve the problem. The report also contains ways in which that problem can be avoided in the future by implementing certain steps.
8. **Fact-finding business reports:** There are numerous situations in an organization where a finding of a fact is required. For example, the breakdown of any machinery in factory premises between an associate and a manager. The situations require in-depth reasoning for the situation that has arisen.
9. **Performance report:** The management likes to know the performance of each department on a regular basis. Not only that but also about the newly opened branch, newly appointed employee, or even the performance of existing employees who are due for a promotion or analysed by the management for which the performance report is generated.
10. **Technical business reports:** Technology is advancing faster than the speed of light and that is the reason why companies upgrade themselves with new technology from time to time. Whenever such a monumental change and technology is taking place in an organization. A technical business report is prepared to assess the level of technology.

**11. Standing committee reports:** A committee that is appointed for a specific reason is called standing. The reason may be financial assessment or departmental assessment, the standing committee is expected to submit a detailed analysis of these things. The report submitted by the committee is known as our standing committee report. In many organizations, these reports are submitted at frequent intervals.

**12. Ad hoc committee report:** These reports are also termed special committee reports. As the name suggests a special committee is appointed to deal with the investigation and that committee is dissolved as soon as the report is presented. Special committees are found in special cases like fire in factory premises for employee accidents during work.

**13. Minority reports:** A team of the special committee is appointed to submit a report that will be based on an investigation of a special subject. Three members may be selected to form the committee one of each is the chairman of the said committee. If members have a difference of opinion on the subject, another member may submit the report separately. This separate report submitted by a dissentient member is called a minority report.

**14. Majority reports:** The members of a committee which includes the chairman, usually have a unanimous decision among them. In such cases, only one report is prepared and presented to the official committee. Such a report is termed a majority report.

**15. Annual report:** A yearly report which consists of the yearly processes of the business including the sales profits and the turnover is called the annual report. Such a report is generated only once a year and it is submitted to the corporate heads for studying the business year in detail. The majority of the crucial decisions like investment, product portfolio changes, marketing strategies, etc. are planned on the basis of the annual report.

## **5.0 REPORT WRITING:**

1. **Title section:** This includes the name of the authors and the date of the report preparation.
2. **Summary:** There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some

people will read the summary and skim (scan) the report, so make sure you include all the relevant information.

3. **Introduction:** The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you did not include this in the title section and explain how the details of the reports are arranged.
4. **Body:** This is the main section of the report. There needs to be several sections, with each having a subtitle. Information is usually arranged in order of importance with the most important information coming first.
5. **Conclusion:** This is where everything comes together. Keep this section free of jargon as most people will read the summary and conclusion.
6. **Recommendations:** This is what needs to be done. In plain English, explain your recommendations, putting them in order of priority.
7. **Appendices:** This includes information that the experts in the field will read. It has all the technical details that support your conclusions.

Remember that the information needs to be organised logically with the most important information coming first.

## **BUSINESS COMMUNICATION**

### **BCA SEMESTER: I**

#### **UNIT V: DRAFTING OF BUSINESS LETTERS**

##### **5.0 Inquiry letters and replies:**

An inquiry letter is a kind of letter of request or a request for information about a product, service, job, or other business information.

A letter of request also known as a letter or letters of interesting candidates will be sent to the companies.

Inquiries and replies to these letters that ask or answer questions are usually brief and present no special difficulty. It consists of four steps:

State carefully the circumstances which necessitate the inquiry.

State any facts needed by the reader in making a complete reply.

Ask for the information, or state the question.

Express gratitude for the favour requested.

Letter of inquiry required informal trade demand formal procedure in writing. A letter of inquiry is often an early stage of business transactions. Through a letter of inquiry to ask a potential buyer or request information about the goods or services to be purchased. In reaction, the seller explained the things he wanted to know from the buyer, and the buyer finally order and business transactions as the top buying and selling process.

**In the letter of demand for the goods usually offered prospective buyers ask:**

Name and type of product

Special characteristics (specifications) of products, namely, the type, size, quality, capacity, etc.

Unit price

Pieces

Method of payment

Means of delivery

Ease that may be obtained by the buyer such as guarantees and other.

In addition to the above-mentioned potential buyers asking price list and catalogue and a technical description of the goods in the form of brochures. For items that allow, prospective buyers can also request a sample of goods actually sent.

**By letter of demand and supply of services, prospective buyers can ask:**

The form of services that can be presented by the seller.

Equipment used by the seller and support.

Price

Pieces

Method of Payment.

In-demand service offerings, potential buyers can also request a price list. Usually, all have been included in the prospectus which has been prepared by the company selling services.

The inquiry should not be submitted to one seller but to some sellers. This step was taken so that the price list and the information collected will be compared with each other to determine which one best suits your desires and financial ability to prospective buyers.

**The reply to the inquiry letter should do the following things:**

Acknowledge the inquiry, or state the circumstances necessitating the reply

Answer the question fully.

Build goodwill and pave the way for further contact.

Note: In handling replies, the writer should be prompt and systematic. If the material is not immediately available, the inquiry should be acknowledged and a date set for the final reply.

**Example of inquiry letters: sample**

Sender Name

Sender Address

City, State, Zip

Date: DD/MM/YYYY

HR Department

Company Name

Company Street Address

City, State, Zip Code

Dear Sir/ Madam

Subject:

-----The main content of the request-----

Thank you

Your's Faithfully

Name

**Feroz Clothes and Co.**  
**Sadar Bazar Area No. 20**  
**Muzaffarnagar, India**  
**Zip: 251001**

**15 November 2023**

**Mohan Fabric Corporation**  
**Raniganj Street No. 15**  
**New Delhi, Zip 110011**

**Dear Sir/ Madam**

**Subject: Boutique Product Inquiry**

We are a boutique located in Muzaffarnagar, and we are interested in your fabric cloud search medium product. Therefore, we would appreciate it if you could send us a very detailed explanation of the product complete with your catalogues, pricelist, terms, a sample of design, and payment.

We would also like to know if you are offering any trade discount. If you can quote your favourable price, we would like to place our order as soon as possible.

We are looking forward to hearing from you soon.

**Yours faithfully,**

**Feroz Clothes and Co.**

**Ahmad Feroz**  
**Purchase Manager**

## **Reply of Inquiry Letter**

**Mohan Fabric Corporation**  
**Raniganj Street No. 15**  
**New Delhi, Zip 110011**

**Date: 27 November 2023**

**Feroz Clothes and Co.**  
**Sadar Bazar Area No. 20**  
**Muzaffarnagar, India**  
**Zip: 251001**

**Dear Mr. Ahmad Feroz,**

**We thank you for your inquiry about our fabric cloud search product. We are enclosing our catalogue together with prices and terms, for your review and are confident that this catalogue will provide many of the answers you have enquired. We are also pleased to inform you that we will allow you a 10% discount on an order of 60 pieces.**

**We hope you will find our prices and terms satisfactory and expect your order as soon as possible.**

**If there is additional information you would like to know regarding our products. Please do not hesitate to contact us we will be most happy to be of assistance.**

**Yours faithfully,**  
**For Mohan Fabric Corporation**  
**Ismail Marzuki**  
**Sales Manager**

## **Order Letter Sample:**

An order letter is written to a company for an official product or service requirement. It has a great number of uses in every type of business. So, we provide here some order letter samples as well as an order confirmation letter sample with an execution letter sample.

**For example:**

**Colour World wishes to place an order with:**

**National Paints Co. Ltd. for various paints.**

**Prepare an order using imaginary terms and conditions.**

**Colour World**  
**15: New Market, Delhi-(PIN)**

**(Date)**

**Manager,**  
**Sales Division**  
**National Paints Co Ltd.**  
**20, Tongi, Gajipur**

**Subject: Order for Various paints**

**Dear Sir,**

**Thank you for your quotation and the price list. We are glad to play our first order with you for the following items:**

Sr. No.	Description	Quantity	Weight	Unit	Price	Amount
Item 1	Electronics	500	5kg	1	73,550/-	36,700,000
Item 2						
Item n						

**Since the above goods are required immediately as our stock is about to exhaust very soon. We request you to send the goods through your “motor” van as the carriage invert is supposed to be borne by you.**

**We shall arrange payment within ten (10) days to comply with 5/10, Net 30 terms.**

**Please send all commercial and financial documents along, with good. We reserve the right to reject the goods if received late.**

**Yours Faithfully**

**Name**

**Designation**

**Company**

## Reply To Order Letter Sample

Star Trading Co. Ltd.  
Station Road, Delhi

10 October, 2023

Purchase manager  
Eye view electronics  
12, Bijoy Sharani, Near Charbagh Station, Lucknow

Dear Sir,

We are pleased to inform you that we have dispatched your order of 500 TV sets as per your specifications. These TV sets have been manufactured with the best technology and delivered through Karnaphuli Express Train having special packaging. We hope our product will meet your satisfaction.

As the credit terms are 2/20, net 40, we would appreciate a proper remittance from you. For your convenience, we have sent the invoice and railway receipt through Standard Chartered Bank, Station Road Branch, Delhi you can receive such documents from Standard Chartered Bank, Head Office, Delhi

We thank you for this order and hope to benefit from your further orders in consideration of the quality of our product, please confirm the arrival of goods sharply. We assure you of our best services and cooperation at all times.

Yours faithfully  
Name  
Designation  
Company

## **Complaints and follow-up Sales Letter**

A sales letter is a form of corporate correspondence aimed at convincing prospective clients to perform a specific action, such as buying a product, subscribing to a service, or seeking additional details.

### **Format of SALES LETTER in business communication**

The format of a sales letter in business communication includes the key elements that should be included in the letter to make it effective in achieving its goals.

**1/ Heading:** The heading of the sales letter should be attention-grabbing and informative.

**2/ Introduction:** The introduction should be brief and should highlight the main purpose of the sales letter.

**3/ Body:** The body of the sales letter should include the details of the product or service, its benefits, and its unique features.

**4/ Testimonials:** Including testimonials from satisfied customers can help to build trust and credibility. Incorporating genuine testimonials from actual customers is crucial.

**5/ Call to action:** The call to action is the most important part of the sales letter. It should be clear, concise, and compelling.

**6/ Closing:** The closing should be brief and should summarize the main points of the sales letter. It should also thank the reader for their time and consideration.

**7/ Signature:** The sales letter should be signed by the person who is responsible for the product or service being offered. The signature should be followed by the person's name, title, and contact information.

### **What are the 4As of a successful sales letter?**

The 4A's of a successful sales letter are:

Attention, Appeal, Application, and Action.

**1/ Attention:** The first and most important A's of a successful sales letter is grabbing the reader's attention. You can capture the reader's attention and encourage them to continue reading by using an attractive headline or opening sentence.

**2/ Appeal:** After capturing the reader's attention, it's important to focus on their interests and needs. This involves emphasizing the advantages of your product or service and demonstrating how it can resolve the reader's issues or enhance their life.

**3/ Application:** Once you have captured the reader's interest, it's important to showcase how your product or service operates in practical scenarios. This can be accomplished by presenting case studies, customer feedback, or instances of happy clients.

**4/ Action:** Finally, you need to provide a clear call to action that tells the reader what to do next. This could be anything from placing an order to signing up for a free trial, but it should be specific and easy to follow.

**Sample:**

[Date]

[Recipient's name]

[Recipient's job title]

[Company name]

[Company address]

Dear [Recipient's name],

Have you heard? [Hook related to your company, product or service.] I'd love to share more details about [product or service] with you.

[Company name] is an industry leader in [type of product or service]. We're delighted to introduce our new [product or service] that helps customers like you with [pain point].

We've spent [amount of time] perfecting our [product or service], and we're very proud of the [product of service] we've made. Here are a few of the ways in which our [product or service] outpaces the competition:

- [Value proposition one]
- [Value proposition two]
- [Value proposition three]

I'd love to tell you more about how [product or service] can uniquely impact your life and work. Can we set up a phone call for next week? You can reach me at [phone number or email address]. I look forward to speaking with you soon.

Sincerely,

[Signature]

[Name]

**From,  
RMT Production LTD.,  
Manchester.**

**Sept 10, 2013**

**To,  
Mary Richardson,  
Salt Road, Road No. 45,  
Manchester.**

**Subject: Sales letter**

**Dear Ms. Mary,**

**We are pleased to inform you about the launch of our new product. You are one of our valuable and important customers, and we are glad to introduce this to you.**

**We have launched a new brand of watches for both men and women. These watches are of high quality and are very durable and are water resistant. The battery of these watches never expire, they get charged up in the light. The designs are very elegantly which gives them a royal touch. The price is very affordable.**

**You are our essential customer, and we want to initiate you in our new venture also. We are sending you the images of the watches along with their specifications. If you are interested in our product, we can send some sample watches to your firm and can further talk about the contract.**

**Thank you for giving your valuable time. Hope for a better business and a positive response from your side.**

**Sincerely,  
Kate Lincoln  
Head Sales Manager,  
RMT Production LTD.**

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## **COMPLAINT LETTER**

A complaint letter is written when the purchaser does not find the goods upto his satisfaction.

It is normally written by the purchaser when he receives wrong, defective or damaged goods or receives incorrect quantity of goods. It can also be written directly to the transit authority when the goods are damaged in transit.

Thus, we may define a letter of complaint as the letter that draws the attention of the supplier or any other party on account of supply of defective or damaged goods.

## **Sample Complaint Letter Template**

**Your Address**

**Your City, State, ZIP Code**

(*Your email address, if sending via email*)

**Date**

**Name of Contact Person (if available)**

**Title (if available)**

**Company Name**

**Consumer Complaint Division (if you have no specific contact)**

**Street Address**

**City, State, ZIP Code**

**Dear Contact Person or Organization Name):**

**Re: (*account number, if applicable*)**

On (date), I (bought, leased, rented, or had repaired) a (name of the product, with serial or model number, or service performed) at (location and other important details of the transaction).

Unfortunately, your (product or service) has not performed well (or the service was inadequate) because (state the problem). I am disappointed because (explain the problem: for example, the product does not work properly; the service was not performed correctly; I was billed the wrong amount; something was not disclosed clearly or was misrepresented; etc.).

To resolve the problem, I would appreciate your (state the specific action you want: money refunded, charge card credit, repair, exchange, etc.). Enclosed are copies (do not send originals) of my records (include receipts, guarantees, warranties, canceled checks, contracts, model and serial numbers, and any other documents).

I look forward to your reply and a resolution to my problem and will wait until (set a time limit) before seeking help from a consumer protection agency or the Better Business Bureau. Please contact me at the above address or by phone at (home and/or office numbers with area code).  
Sincerely,

**Your name**

Enclosure(s)

## **FOLLOW-UP LETTER**

A follow-up letter is an important form of communication in a range of situations. After a job interview, or a great business meeting, or even after making a good business contact at a trade show, a follow-up letter is an effective means of consolidating a relationship between you and the intended recipient.

### **Sales Follow-Up Letter**

A sales follow-up letter is a way of extending additional customer service to the clients of the business. A basic sales follow-up letter includes the following details:

- The date and time that the sales purchase has been made.
- The items that the client has purchased.
- The details of the transaction and the options on how the company can be of help should there be concerns that may arise from the purchase.
- A message of appreciation for the trust that the client has given to the company.

### **Circular Letter**

*ACCORDING TO PROF. W. J. WESTON, “THE LETTER THAT IS WRITTEN FOR A LARGE NUMBER OF READERS TO CONVEY A MESSAGE IS CALLED A CIRCULAR LETTER.”*

Generally, the letter that is used to circulate any special message to a huge member of audience is known as circular letter. It's one of the cost effective means of circulating information or introducing new products to mass people. However, circular letters are not only used in business but also in social, political and personal affairs.

### **Features of Circular Letter in Business Communication**

A letter that circulates or announces the same information or message to a large number of people at a time is called a circular letter or a circular.

Launching new business, changing business premises, changing the name of business, admission or retirement of any partner or director, trademark notice etc. are communicated with people through circular letter.

## **An effective circular letter has some unique characteristics which are discussed below-**

- **Wide Circulation:** The most important feature of circular letter is that it circulates the message to a large number of audiences at a time. It is in fact a mass communication method. No other communication method enjoys this advantage.
- **Drafting Method:** Drafting a circular letter follows certain method and style. the art of writing circular letter varies depending on the situations. it is written in simple language so that most of the people understand the information it contains.
- **Attractiveness:** Another important feature of circular letter is that it is always furnished in an attractive way to that it can easily gain the attention of people information is arranged here in distinct manner.
- **Conciseness:** A circular letter is always concise but complete. It expresses the message briefly and precisely. There is no scope of including any unnecessary information in a circular letter.
- **Reader's Interest:** Another feature of circular letter is that it always focuses on readers interests. It explains how the readers will be benefited from the message.
- **Authenticity and Reliability:** Offering authentic and reliable information is another characteristic of circular letter. It never pushes fake or irresponsible information to the public. authenticity of information increases the reliability of the message.
- **Courtesy:** Courtesy is an essential principle of every business letter and circular letter is not an exception. The information is put here in courteous way so that people feel good to read it.
- **Relevancy:** A circular letter includes only relevant information and excludes all irrelevant or unnecessary information.
- **Asking for Action:** Every circular letter calls for certain action from the readers. After reading the message in the circular letter the readers should be intended to do specific job like purchasing the product or telling the news to others and so on.
- **Specific Purpose:** A circular letter is written for a specific purpose. It is not written to attain several objectives at a time.
- **Persuasiveness:** Persuasiveness is also a feature of *circular letter*. since circular letter is written for specific objective, persuasive and convincing language should be used to motivate the readers to go for certain action.
- **Special Structure:** Circular letter has special structure. It takes the form of letter but contains something more than a letter.

## **APPLICATION FOR EMPLOYMENT**

An **application for employment** is a standard business document which is prepared with questions deemed relevant by an employer in order for the employer to determine the best candidate to be given the responsibility of fulfilling the work needs of the company.

Most companies provide such forms to anyone upon request at which point it becomes the responsibility of the applicant to complete the form and returning it to the employer at will for consideration. The completed and returned document notifies the company of the applicants availability and desire to be employed and their qualifications and background so a determination can be made as to which candidate should be hired.

## **Application letter template**

[Your name]

[Your address]

[Date]

[Hiring manager's name]

[Hiring manager's title]

[Company name]

[Company address]

Dear [Hiring manager's name],

I'm writing to express my interest in the position of [job title] at [company]. [Explain how you heard about the job and name your contact if you were referred by someone within the company.] I believe my [skills and qualifications] make me an ideal fit for this job.

[Use the second paragraph to elaborate on how you would help the company. Reference specific campaigns or projects when possible.]

[Use the third paragraph to summarize your key qualifications. Elaborate on your most important accomplishments and include details that you were unable to provide in the more concise format of your resume.]

[Use the fourth paragraph to briefly explain why you want to work for this company. Mention the additional documents included with your cover letter, and express your excitement about moving forward in the hiring process.]

Sincerely,

[Your name]

## **RESUME**

- A resume is typically sent with a cover letter, which is a document that provides additional information on your skills and experience in letter form.

### **Chronological Resume Format:**

1. **Contact Information**
2. **Resume Summary**
3. **Professional Title**
4. **Work Experience (bulk of content)**
5. **Skills**
6. **Education**
7. **Additional sections**

## Munni Chauhan

+91 307 9116696

munni.chauhan@zety.in

linkedin.com/in/munnichauhan9

Nationality: Indian

## Objective

Hard-working final-year mechanical engineering student with 8+ months of consultancy internship experience. Prepared 10+ summary reports, all of which were accepted by the lead engineer. Winner of the 2021 University of Mumbai 7-Day Design Competition. Seeking to leverage proven design skills to help Strike Point continue to provide excellent design solutions.

## Experience

### Engineering Intern

*Jai Consultants, Mumbai*

June 2021–present

- Prepared 10+ summary reports, all were accepted by the lead engineer.
- Designed a valve mounting bracket prototype that was then produced with minimal changes.
- Duplicated and organised a backup server containing 2,00,000 files.
- Created 300+ presentation slides for consultants for use during internal and external meetings.

## Education

### BE in Mechanical Engineering

*The University of Mumbai* 2018–2022 (expected)

- Pursued a passion for Finite Element Method Analysis coursework.
- Won 7-Day Design Competition, 2021.
- CGPA: 8.5 (up to seventh semester).

### Class 12th, CBSE, 87.8%

*B N Bandodkar College of Science Thane West, Mumbai* 2016–2018

### Class 10th, CBSE, 88.6%

*Ramnarain Ruia College of Arts & Science, Mumbai*

2014–2016

## **Skills**

- Modelling
- Programming
- Project management
- Prototyping
- Statistical analysis
- Communication skills
- Analytical thinking
- Teamwork

## **Software**

- Solid Edge
- FreeCAD
- MATLAB
- GNU Octave
- MiniTab
- JASP

## **Languages**

- Hindi – native speaker
- English – native speaker
- Bengali – advanced

**Declaration:** The information stated above is true to the best of my knowledge and belief.

**MUNNI CHAUHAN**

**SIGN**

# BUSINESS COMMUNICATION

## Unit 6:

### INFORMATION TECHNOLOGY FOR COMMUNICATION

**Information technology:** It is the use of any computer storage, networking, and other physical devices, infrastructure, and process to create, process store secure and exchange all forms of electronic data.

- Typically, IT is used in the context of business operations as opposed to technology used for personal or entertainment purposes.
- The commercial use of IT encompasses both computer technology and telecommunications.

#### What does information technology encompass?

The IT department ensures that the organization's systems, networks, data, and applications all connect and function properly. The IT team handles three major areas:

1. Deploys and maintains business applications, services, and infrastructure (server, network, storage)
2. Monitors, optimizes and troubleshoots the performance of applications, services, and infrastructure.
3. Oversees the security and governance of applications, services, and infrastructures.

#### What does word processor mean?

A word processor is a type of software application used for composing, editing, formatting, and printing documents. Word processors have a variety of uses and applications within the business environment, at home, and in educational contexts.

Word processors are used to create, edit, and print documents as well as save them electronically. Word processors have the following main functionalities:

- |                  |                     |
|------------------|---------------------|
| 1. Insert        | 5. Find and replace |
| 2. Copy          | 6. Print            |
| 3. Cut and paste | 7. Word wrap        |
| 4. Delete        |                     |

Advanced word processors, referred to as full-featured word processors, support additional features such as:

- |                       |                        |
|-----------------------|------------------------|
| 1. File management    | 6. Headers and footers |
| 2. Graphics           | 7. Macros              |
| 3. Font specification | 8. Layout              |
| 4. Footnotes          | 9. Spell check         |
| 5. Cross reference    | 10. Thesaurus          |

1. **Word processor:** It is a software program capable of creating, storing, and printing typed documents. Today, the word processor is one of the most frequently used software programs on the computer, with

### **Microsoft Word being the most popular word processor.**

Word processors can create multiple types of files, including text files (.txt), rich text files (.rtf), HTML files (.htm & .html), and Word files (.doc & .docx).

**Features of word processor:** Unlike a basic plain text editor, a word processor offers additional features that can give your document or other text or more professional appearance. Below is a listing of some of the most popular features of word processors.

1. **Text formatting:** Changing the font, font size, font colour, bold, italics, underline.
2. **Cut copy paste:** Once text is entered into a document, it can be copied or cut and pasted into the current document or another document.
3. **Multimedia:** Insert, clipart, charts, images, pictures, and videos into a document.
4. **Spelling and grammar:** Check for spelling and grammar errors in the document.
5. **Adjust and layout:** Capable of modifying the margins, size, and layout of the document.
6. **Find:** Word processors give you the ability to quickly find any words or text in any size of document.
7. **Search and replace:** You can use the search and replace feature to replace any text throughout a document.
8. **Indentation and list:** Set and format tabs, bullet lists, and number lists.
9. **Insert tables:** Add tables to a document.
10. **Header and footer:** Being able to adjust and change the text in the header and footer of a document.
11. **Theasaurus:** Look up alternatives to a word without leaving the program.
12. **Multiple windows:** While working on a document you can have additional windows with other documents for a comparison or more text between documents.
13. **AutoCorrect:** Automatically correct common errors (for example typing “teh” and having it autocorrected to “the”)
14. **Mailers and labels:** Create mailers or print labels.
15. **Import data:** Import and format data from CSV, database, or another source.
16. **Headers and footers:** The headers and footers of a document can be customized to contain page numbers, dates, footnotes, or text for all pages or specific pages of the document.

17. **Merge:** Word processors allow other documents and files to be automatically merged into a new document. For example, you can mail merge names into a letter.
18. **Macros:** Set up macros to perform common tasks.
19. **Collaboration:** More modern word processors help multiple people work on the same document at the same time.

## **2. Telex Machine-Telex Exchange Machine or Teleprinter Exchange Machine**

- Telex network was a public switched network of teleprinters similar to the phone network for the purpose of sending text messages. Telex was the major way of sending text-based messages between businesses in the past World War II.
- **It was the introduction and popularity of fax machines in 1980, which led to the end of teleprinters.**
- Telex provided the first common medium for international record communication using standard signalling techniques and operating criteria as specified by the International Telecommunication Union.
- **The system delivered messages at approximately 66 words per minute. Telex originated in Germany as a research program in 1926. Then it spread to entire Europe after World War II ended in 1945.**

**Telex:** International message transfer service consisting of a network of teleprinters connected by a system of switched exchanges.

- Communication is opened by entering the assigned call number of the destination subscriber.
- On older telex equipment this is done using a dial or the keyboard on the sender's teleprinter, but it can also be done via the keyboard on the telex terminal or on personal computers connected to the telex network.
- The destination subscriber responds with a code verifying its identity, and the communication line is opened.
- The typed messages are converted to a low-bitrate electrical signal, which is transmitted over the network. When the message arrives at the destination, it is either printed immediately or stored for subsequent printing, or displayed on the monitor.

## **3. Fax Machine:** Short for facsimile machine, a device that can send or receive pictures and text over a telephone line.

- Fax machines work by digitizing an image and dividing it into a grid of dots.
- Each dot is either on or off, depending on whether it is black or white. Electronically, each dot is represented by a bit that has a value of either 0 (off) or 1 (on).

- In this way, the fax machine translates a picture into a series of zeros and ones (called bitmap) that can be transmitted like normal computer data on the receiving side, a fax machine reads the incoming data, translates the zeros and ones back into dots and reprint the picture.
- **The idea of the fax machine has been around since 1842 when Alexander Bain invented a machine capable of receiving signals from a telegraph wire and translating them into images on paper. In 1850, in London, an inventor named F.C. Blakewell received a patent for a similar machine which he called a “copying telegraph”.**

A fax machine consists of an optical scanner for digitizing images on paper a printer for printing incoming fax messages and a telephone for making the connection.

#### **4. Email:** Email (electronic mail) is the exchange of computer-stored messages.

- It is a communication method that uses electronic devices to deliver messages across computer networks. Email refers to both the delivery system and individual messages that are sent and received.

**Email has existed in some form since the 1970s when programmer Ray Tomlinson created a way to transmit messages between computer systems on the (ARPANET) i.e., Advanced Research Projects Agency Network.**

Modern forms of email become available for widespread public use with the development of email client software. (E.g., outlook) and web browsers, the latter of which enables users to send and receive messages over the internet using web-based email clients (e.g., Gmail).

Today email is one of the most popular methods of digital communication.

#### **5. Voicemail:** A voicemail is an electronically stored voice message that is left by a caller to be retrieved later by the intended recipient.

- The recipient can retrieve the stored message through phone, desktop, email, and other communications devices, depending on the business phone system the recipient's company uses.

**Features of voicemail:** Voicemail comes with features like a user interface to enable selecting, playing, and managing messages. There are delivery features for the sender of the voicemail to either play or deliver the message. There are also notification features that notify voicemail recipients of waiting messages.

**6. Internet:** The Internet is an important tool and resource that is being used by almost every person across the globe.

- It connects millions of computers, webpages, websites, and services. Using the internet we can send emails, photos, videos, and messages to our contacts.
- The Internet is a widespread interconnected network of computers and electronic devices that support the Internet.

**Origin of the Internet:** The Internet came in the year 1960 with the creation of the first working model called **ARPANET** (*Advanced Research Projects Agency Network*).

It allows multiple computers to work on a single network which was their biggest achievement at the time.

**ARPANET** uses packet switching to communicate multiple computer systems under a single network. In October 1969, using **ARPANET** first message was transferred from one computer to another. After that technology continues to grow.

### **Uses of the Internet:**

1. Online businesses (e-commerce)
2. Cashless transactions
3. Education
4. Social networking
5. Entertainment.

### **Advantages:**

1. Online Banking and Transaction
2. Education, online jobs, freelancing.
3. New job roles
4. Best communication medium.
5. Comfort to humans
6. GPS tracking and Google maps

### **Disadvantages:**

1. Time wastage
2. Bad impact on health.
3. Cybercrimes
4. Effects on children
5. Bullying and spreading negativity

**TCP/IP:** It stands for transmission control protocol/internet protocol and is a suite of communication protocols used to interconnect network devices on the Internet. TCP/ IP is also used as a communications protocol in a private computer network (an Intranet or extranet)

**Other Protocols:** list atleast 5 more.

**7. Multimedia:** The word multimedia is the combination of “multi” and “media”. The word “multi” signifies “many”.

- ≈ Multimedia is a type of medium that allows information to be easily transferred from one location to another.
- ≈ Multimedia is the presentation of text, pictures, audio, and video with links and tools that allow the users to navigate, engage, create, and communicate using a computer.
- ≈ Multimedia refers to the computer-assisted integration of text, drawing, still and moving image (videos) graphics, audio, animation, and any other media in which any type of information can be expressed, stored, communicated, and processed digitally.

### **Categories of multimedia:**

1. **Linear multimedia:** It is also called non-interactive multimedia. In the case of linear multimedia, the end user cannot control the content of the application. It has literally no interactivity of any kind. Linear multimedia works very well for providing information to a large group of people such as at training sessions, seminars, workplace meetings, etc.
2. **Nonlinear:** In this, the end user is allowed the navigational control to run through multimedia content at his own desire. The user can control the movement of data for example games, websites, etc.

### **Applications of multimedia:**

1. Education
2. Entertainment
3. Business
4. Technology and science
5. Fine arts
6. Engineering

### **Components of Multimedia:**

1. Text
2. Graphics
3. Animations
4. Video
5. Audio

**8. Teleconference:** A teleconference is a live audio or audiovisual meeting with two or more participants. With the ability to teleconference, remote teams in an organisation can collaborate and communicate, even geographically depressed. The process involves technology more sophisticated than a simple two-way phone connection.

- Telecommunication systems support teleconferences by providing audio, video, and data services. Participants communicate with a teleconference platform using devices such as desktop computers, tablets, smartphones, and laptops.
- Teleconferences were initially conducted through telephone lines and were limited to audio, however now it is more common for teleconferences to be conducted online or using voice over IP (VoIP)

### **Types of teleconferencing:**

1. **Audio teleconferencing:** Normal telephone calls but can support up to a hundred participants.
2. **Video teleconferencing:** It combines live visual and audio mediums. Depending on the vendor, video conferencing can support over a hundred participants. Users in the meeting can use features such as screen sharing or file sharing.
3. **Web teleconferencing:** Teleconference services or mediums provided online, which include web meetings, webinars, and webcasts.

**History of teleconferencing:** In 1956, Bell Labs became the first organization to develop the concept of teleconferencing and in 1964, AT&T exhibited the picture phone at the New York World's Fair.

- Users could speak to and see others using a black-and-white screen that managed video and audio using three phone lines. But it took until the 1990s for AT&T to release of more commercially viable version. “In 1973, David Brown developed the first chat software for the Plato Notes computer conferencing system.”
- In 1989, A developer named Brian C. Wiles created RASCAL, which is short for **Remote Audio Sound Card Application Link**. RASCAL{ Remote Access Scheduling Terminal. was the first application to send voice over an Ethernet network.

**9. Mobile Phone Communication:** A mobile phone is an electronic device used for mobile telecommunications over a cellular network of specialized base stations known as cell sites.

- A cell phone offers full duplex communication and transfers the link when the user moves from one cell to another. As the phone user moves from one cell area to another the system automatically commands the mobile phone and a cell site with a stronger signal, to switch on to a new frequency in order to keep the link.
- Mobile phone is primarily designed for voice communication. In addition to the standard voice function, new generation mobile phones support many additional services and accessories, such as SMS for text messaging, email, packet switching for access to the Internet, gaming, Bluetooth, camera with video recorder, and MMS for sending and receiving photos and videos, MP3 player, radio and GPS.

## **Signal Frequency in Cell Phone:**

The cellular system is the division of an area into small cells. This allows extensive frequency reuse across that area so that many people can use cell phones simultaneously. Cellular network has a number of advantages like increased capacity, reduced power usage, larger coverage area, reduced interference from other signals, etc.

**FDMA & CDMA Systems:** Frequency Division Multiple Access (FDMA) and Code Division Multiple Access (CDMA) were developed to distinguish signals from several different transmitters. In FDMA the transmitting and receiving frequency is used in each cell or different from the frequencies used in the neighbouring cells.

The principle of CDMA is more complex and the distributed transceivers can select one cell and listen to it. Other methods include Polarisation Division Multiple Access (PDMA) and Time Division Multiple Access (TDMA). Time division multiple access is used in combination with either FDMA or CDMA to give multiple channels within the coverage area of a single cell.

**10. Video conferencing:** A video conference is a live, visual connection between two or more people residing in separate locations for the purpose of communication.

- At its simplest video conferencing provides transmission of static images and text between two locations.
- At its more sophisticated, it provides transmission of full motion video images and high-quality audio between multiple locations.

In the business world, desktop video conferencing is a core component of unified communications, applications, and web conferencing services, while cloud-based virtual meeting room services enable organisations to deploy video conferencing with minimal infrastructure investment.

## **Required Components of Video Conferencing Systems**

- A network for data transfers usually a high-speed broadband interconnection
- Two or more video cameras or webcams that provide video input.
- Two or more microphones.
- A computer screen, monitor, TV, or projector that can broadcast video output.
- Headphones, and laptop speakers for audio output.
- Hardware or software-based coding and decoding technology, called codex which can compress analog audio and video data into digital packages (packets) on the distributing end and then decompress the data at the endpoint.
- Acoustic echo cancellation (AEC) software which reduces audio release and supports real-time.

**“When a video conference is held for informal purposes, it is called a video call or video chat”**

**Working of Video Conference:** In this users can see each other, which allows them to develop stronger relationships.

There are a variety of ways video conferencing can be conducted. Individuals may use web cameras that are connected to or built-in to laptops, tablets, and computers. A software-based platform typically is used to transmit the communication over internet protocol.

Some businesses use dedicated video conferencing services that have been equipped with high-grade cameras and screens to ensure the conversation is clear and with limited **technical**. Third-party providers often install and assemble the hardware needed to conduct the video conference.

## **What is SMS?**

SMS also known as short messaging service, commonly referred to as ‘text messaging’ is a service for sending short messages of up to **160 characters (224-character limit if using a five-bit mode)** to mobile devices, including cellular phones, smartphones, and tablets.

## **How does SMS work?**

SMS is similar to paging. However, SMS messages do not require the mobile phone to be active and within range and will be held for several days until the phone is active and within range.

SMS messages are transmitted via mobile data over cellular networks starting with 2G to anyone with roaming services capability.

They can also be sent digitally in many other ways including the following:

1. From one Wi-Fi-enabled device to another.
2. From web-based applications within a Web browser.
3. From instant messaging clients.
4. From VoIP applications like Skype.
5. From some unified communications applications

## **Uses of SMS**

1. Sending notifications from service centers to a customer.
2. Sending a notification of delivery by e-commerce platforms.
3. Sending a notification to a mobile phone owner of a voicemail message.
4. Sending promotional messages to cell phones as part of SMS marketing.
5. Sending a notification to subscribers about their plans.
6. Sending course as part of a multi-factor authentication platform.

The growth of SMS text messages also led to the development of ***Enhanced Messaging Services*** (EMS) and ***Multimedia Messaging Services*** (MMS).

**EMS:** Adaptation of SMS that allows users to send and receive ringtones and operator logos.

**MMS:** In this multimedia files are to be shared over a cellular network, including pictures and videos.

## **11. Telephone Answering Machine:**

An answering machine is a device used for answering and recording a caller's message in the event that no one is available to answer the phone in person. Unlike voicemail, which serves the same functionality but is usually a network or a centralized system made available anywhere as a service, an answering machine is a local device that is attached to or directly incorporated into a physical landline telephone.

An answering machine is also known as the telephone answering device, telephone answering machine, answer phone or message machine.

### **Advantages:**

- Turning new customers into loyal returning customers
- Never missing a call
- Not being sidetracked from more important things
- Diminishing the need for an in-house team
- Enhancing your company image
- Eliminating Challenges Associated with Hiring, Training, and Monitoring
- Call Recording

### **LIMITATIONS:**

- 1 – It's impersonal. ...
- 2 – Most customers don't leave voicemails. ...
- 3 – Most callers won't call back. ...
- 4 – Voicemails are easy to miss. ...
- 5 – It can cost you more in the long run. ...
- 6 – You might not be able to understand the message. ...
- 7 – Your voicemail can stop working.