

# Types of Letter

## LEARNING OBJECTIVES

After reading this chapter, you will be able to understand the:

- ☛ Difference in the structure of formal and informal letters.
- ☛ Different types of letters used in business correspondence.

## INTRODUCTION

Business letters are written for the fulfilment of several purposes. The purpose may be to enquire about a product, to know its price and quality, availability, etc. This purpose is served if you write a letter of enquiry to the supplier. After receiving your letter, the supplier may send you details about the product as per your query. If satisfied, you may give order for supply of goods as per your requirement. On receiving the items, if you find that the product is defective or damaged, you may lodge a complaint. These are the few instances in which business correspondence takes place. Let us learn the details about some important business letters.

## INFORMAL LETTERS

The basic structure of an informal letter, which is written to friends, family members for different occasions such as marriage, invitations, condolence, birthdays and festival wishes, etc. is as follows:

**Salutation:** Dear Hari / Hello Vijay / Hi Kavya, Dearest Dad, Most Loving Mom

**Starting the letter:** Thanks for your letter... / How are you? Hope you're well... / Sorry it's been so long since I last wrote (say why you haven't replied sooner) / I'm sorry I haven't written for such a long time, but I've been really busy with my studies / It was lovely to hear from you / to chat with you the other day.

**Ending the letter:** We are both really looking forward to seeing you. / Drop me a line soon / Take care / Do keep in touch / Give my love to XY / Hope to hear from you soon / Write back soon and tell me all your news / See you next week. I can hardly wait.

**Before your name:**

**To close friends:** Love from / All my love / Lots of love / Love

**To less close friends:** Best wishes / All the best / Yours / Kind regards / Best regards

## FORMAL LETTERS

Business letters are formal letters. They are written to sell something, make enquiry, place an order, request for credit, deny credit, collect money or goods given on credit, issue instructions, send quotations, and writing cover letters for proposals, job application and many more such situations. The basic structure of formal letters is as follows:

**Salutation:** Dear Mr (Ms, Mrs, Dr) XY, Dear Sir/Madam

**Starting the letter:** I am writing in reply to your letter of 15 May / I am writing to inquire about ... (to inform you of / that; ... complain about; / I am writing regarding your advertisement) / Further to my letter of June 1... / Please send me ...

**Ending the letter:** I look forward to receiving your reply / I would be most grateful if you could send me any further relevant information / Should you require any further information, do not hesitate to contact me at the above address / Thank you in advance for your help / Wishing you all the best for the future.

**Before your full name:**

If you know the name of the person you are writing to, use: **Yours sincerely**  
If you do not know the name of the person, use: **Yours faithfully**

## TYPES OF LETTER

The following types of letter are being discussed here:

- Business enquiry letter
- Order letter
- Sales letter

- Complaint letter
- Credit letter
- Collection or recovery letter

## Business Enquiry Letters

Sometimes prospective buyers want to know the details of the goods which they want to buy, like quality, quantity, price, mode of delivery and payment, etc. They may also ask for a sample. The letter written to sellers with one or more of the above purposes is known as *enquiry letter*. The following points should be kept in mind while writing a letter of enquiry:

- Letter of enquiry should clearly state the information required, which may be asking for a price list or a sample.
- Write specifically about the design, size, quantity, quality, etc. about the product or service in which the buyer is interested.
- The period or the date, till which information is required, may also be mentioned.

### Sample letter: Business enquiry letter (semi-block format)

Tel. 23241053  
Fax.: 23244155

M/s Acron Electricals  
22/c, Main Road  
Daryaganj,  
New Delhi-110002

E-mail: elc@acr.vsnl.net.in  
Website: www.acronelc.com

Ref. PR/F/2002/27

Dated: July 27, 2002

M/s Bharat Fans  
Bharat Complex  
Hyderabad Industrial Estate  
Hyderabad - 500032

**Subject: Enquiry about the Prices of Fans**

Dear Sir,

We are dealing in retail trade of electrical appliances. We would be interested in selling your product, Bharat Fans through our retail showroom.

Could you, therefore, send us your quotations and let us know the terms and conditions of credit payment.

Thanking you,

Yours faithfully,  
For M/s Acron Electricals  
Sd/-  
(A.B. Kumar)  
Partner

## Order Letters

The prospective buyer after receiving the reply to his enquiry letter, may decide to place an order with that business house which offers goods at minimum price and at favourable terms and conditions. Letter written by a buyer to a seller giving the order to purchase the goods is called *order letter*.

### Sample letter: Letter placing order (semi-block format)

[Date]

Mr. Mahinder Dubey  
 Allied Publishing Company  
 Daryaganj  
 New Delhi-110002

Dear Mr. Dubey,

Please send me the following books advertised in your January 2010 catalogue.

5 copies of <i>The Commercial Loan</i>	₹ 245.00
6 copies of <i>Banking Dictionary</i>	₹ 294.00
3 copies of <i>Bank Seller's Directory</i>	₹ 105.00
Total	₹ 644.00
Less 10% discount on 10 books or more	₹ 64.40
Amount due	₹ 579.60

I have enclosed a company cheque for ₹ 579.60. Please send the order to me at Bharat Bank, Lal Kurti, Meerut, UP.

Thank you for your assistance.

Sincerely,

Sandeep Chabra  
 Training Director

LTE:jls  
 enc.

## Sales Letters

Every business letter is a sales letter. Every answer to an enquiry might be the jumping off point for future trade and every letter of apology should be a promise to do better for your clients in the future. Your letters represent an important part of your corporate image. If you hire an advertising agency for your work, it is unlikely that they would know about the product. The sales letter should be used only with very limited audience or customer group as it is expensive and difficult to manage. Before writing and sending a sales letter, verify all the addresses. Sales letter should:

- Arouse interest
- Describe, explain and convince
- Clinch the deal

### **Sample letter: Letter selling consumer product (full-block format)**

[Date]

Sneha Agarwal  
26, Bandra  
Mumbai

Dear Ms. Agarwal,

As you are a valued customer, I have been authorized to make you this very special offer:

For a limited time only, you can save 25% when you buy our new three-in-one mixer, juicer and grinder.

In addition you will win a free set of dinner set for 6 people if you book till 31 July, 2009. That's right. Usually you get a normal discount of 10% when you buy a new three-in-one and with no gifts. But we've reduced our prices, which are very competitive, to mark the occasion of completing one year of our services in Bandra.

Take advantage of these low prices to try the new design which also comes with a set of 3 bowls set at one-third rate. And it's the perfect time for you to add upgraded version of mixer-juicer and grinder to your kitchen.

Remember we offer satisfaction and a 2-year warranty on all our electronic items. If you are not completely satisfied, just return the item for a full refund or replacement, whichever you prefer.

I only have authority to extend these special half-off prices through 31 July, so I urge you not to delay. So place the order now by calling on our toll free number 1-800-2323-4444.

Sincerely yours,

Rajesh Kalmadi  
Vice President, Marketing

ls

enc.

### **Complaint Letters**

A complaint letter is written when the purchaser does not find the goods up to his satisfaction. The purchaser writes to report that he/she has received wrong, defective or damaged goods or incorrect quantity of goods. It is also 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. The points to be considered while writing a complaint letter are as follows:

1. Complaint letter should be written immediately after receiving the defective goods.
2. Defects as well as difficulties faced due to defects should be mentioned clearly.
3. Proposals to rectify the defects should be made.
4. Suggestions on how the complaint should be dealt with, i.e. mention of compensation, replacement, discount, cancellation, etc., should be made.
5. Mention period in which the corrective action should be taken.
6. Request to be careful in future.

**Sample letter: Letter acknowledging receipt of complaint  
(semi-block format)**

[Date]

A-564-654567-90000

Mrs. Anita Sharma  
546, Shastri Nagar  
Meerut, U.P.

**Subject: Incorrect Charge Query**

Dear Mrs. Sharma,

You recently inquired about the charges on your monthly bill from Tele and Tele Internet Connection Company. We have written the service provider to try to sort out the discrepancy. As soon as we receive their reply, we will write to you again.

While we are conducting our investigation into the matter, we are issuing a temporary connection on your internet connection ID and password.

If you have any questions or if we can be of further service, please call me or another customer service representative at the telephone number listed on your monthly billing statement.

Cordially,  
Saurabh Shetty  
Customer Service Manager  
ITW:jls

**Sample letter: Letter instructing customer on procedure to clarify billing  
(block-format)**

[Date]

A-456-8765-87777

Mr. Suresh Sinha  
43, Sevak Ashram Road  
Dehradun, Uttarakhand

Dear Mr. Sinha,

In order to trace the payment of ₹ 3000 for your new internet connection we need a copy of the front and back of your cancelled cheque. If the information on the copy is not readable, please write it clearly.

If your cheque has not been cleared yet, please stop payment on it and send us a replacement cheque. We have enclosed a return envelope for your convenience. While waiting for this matter to be resolved, we are issuing you with new internet connection. If we do not receive the above item from you by 7 December, we will disconnect the connection.

We appreciate your help in resolving this matter quickly. If you have any question or if we can be of further assistance, please call me or another customer service representative at the telephone number listed in this letter.

Cordially,

Satyendra Dubey  
Customer Service Manager  
ITW:jls

**Sample letter: Letter disagreeing with customer (semi-block format)**

[Date]

Mr. Vikram Singh  
56, Motilal Colony  
Modinagar  
Uttar Pradesh

Dear Mr. Singh,

In response to your letter of 12 May about your purchase of Fruity Wooty Real Juice, while we appreciate your concerns, I assure you that we have taken all necessary steps to ensure that the product meets the highest nutritional standards.

However, if you are dissatisfied with this product, we are ready to refund your money.

For future reference, please direct any specific concern in relation to returning of product to the store from which you have purchased the goods.

Cordially,  
Minakshi Singh  
Customer Service Manager  
JTL:jl

**Credit Letters****Sample letter: Letter requesting credit information (semi-block format)**

Mr. Mohan K. Chavan  
 Manager  
 Big Bank  
 177, Nehru Place  
 New Delhi. 143456

[Date]

Dear Mr. Chavan,

Thank you for your recent order of prosthetic devices from Snug Fit Products, Inc. I understand that this is the first order you have placed with our company, so let me take this opportunity to express our gratitude as well as to assure you that we will make every effort to serve you in the future.

Before we can ship your order, however, there is some standard credit information we need. I have enclosed three forms that I would like you to complete. Once we have these completed forms, we can set up your credit account and expedite your order with the least possible delay.

Sincerely,  
 Raju Diwedi  
 CD:wg  
 encls.

**Sample letter: Letter asking for client's credit history (full-block format)**

[Date]  
 Accounts Manager  
 National Bank  
 1010, Okhla Industrial Estate  
 New Delhi-110029

Dear Sir/Madam,

Nilgiri Water Pumps, Ghaziabad, has listed your bank as a reference on a recent application for a company card. Their business indicated that they kept accounts with you from 18 January, 199X through 30 November, 200X.

Their request for a credit limit was for ₹ 50,000. Can you give us any information as to Nilgiri's credit history, promptness in payment, average monthly balance, and particulars surrounding the termination of their account? Specific information about the terms of your lending contract with them would be specially helpful. We have enclosed a copy of Nilgiri's credit application, as well as our company's form for you to complete. We will keep all the information provided by you strictly confidential. Thank you for your cooperation. Please call me at 011-2674217 if you have any query.

Sincerely,

Rajat Chabria  
 encl.

***Letters granting credit***

Letters granting credit are written to inform a customer that he has been granted credit. The writer welcomes the customer, announces that his credit line has been approved, and then goes on to describe his company's services, the amount of the credit line, and the name of the reader's account representative. The tone of the letter is enthusiastic and helpful.

**Sample letter: Letter granting credit (full-block format)**

[Date]

Mr. Buhvan Sahya  
213, Green Lands  
Ghaziabad, UP

Dear Mr. Sahya,

Welcome! Your account at Sriram Wood Supply has been approved. We are proud to have you as a customer.

Sriram Wood Supply is a 50-year-old company, with 85 stores in 9 states. We supply a complete line of building products to our customers, including millwork, plumbing, electrical, paint, kitchen supplies, bath supplies, hardware, and tools. As a leader in this industry, we strive to provide the best service possible to our customers. Our goal is to be your most valuable supplier. Customer satisfaction is our topmost priority.

Your approved credit line is ₹ 2000. Monthly statements are mailed on the first or second working day each month. A service charge is added to past due balances that are not paid by the 25th day of the billing month.

We at Sriram Wood Supply welcome the opportunity to serve you and look forward to a long and prosperous relationship.

Your branch manager is Shikha Singhal.

Yours truly,

Sumit Bhargav  
Vice President—Credit Sales

LEN:jls

***Letter denying credit***

Now, let us know how to write a letter to deny credit to someone who had requested it. The writer acknowledges the request for a credit line, but then informs the customer why it cannot be set up. He clearly explains the reason why credit has been denied and suggests that the customer re-apply, should the circumstances change.

**Sample letter: Letter denying credit (full-block format)**

[Dear]

Mr. Anand Mukherjee  
Office and Stationery Suppliers  
Main Ring Road  
Kolkata  
West Bengal

Dear Mr. Mukherjee,

Thank you for taking the time to apply for credit at Square Office Supplies Ltd. I'm sorry to inform you that we are unable to grant you the credit line you requested. We are grateful for your interest in our office supplies and welcome your business, but I am afraid that your current debt situation suggests that your ability to take on additional monthly payments could put you in difficult financial straits.

When you have paid some of your outstanding debt, or your cash flow situation changes, we would be glad to reconsider your credit application. We will, of course, welcome the opportunity to provide you with quality products and services and continue to do business on a cash basis.

Cordially,

Srikanth Chaterjee  
Credit Manager

WWD:jls

### **Collection or Recovery Letters**

The letter written by the seller for collection of money for the goods supplied to the buyer is called the *recovery letter*. The aim of the recovery letter is to collect money without annoying the customers. The letter should include information regarding the amount of arrears, the urgency for payment, and the last date for payment. The language of the recovery letter should be polite so that the customer is not offended and future transactions with him are not adversely affected.

#### ***First reminder***

The first collection letter serves as a reminder. The message at the end clearly states that the letter may be ignored if action has already been taken.

**Sample letter: Letter serving as first reminder after monthly statement  
(block format)**

[Date]

Mr. Krishnan Sampath  
Chennab Exporting House  
56, Marine Drive  
Mumbai

Dear Mr. Sampath,

This is to inform you that we have not received the payment of ₹ 4500 that appeared on our billing statement of 15 January, 2010. If you have already made the payment, please ignore this notice.  
If there is any query regarding your bill, please call my office immediately.  
Thank you for giving your prompt attention to this matter.

Sincerely,

Mohan Kappadia  
Credit Manager

JJ

**Second reminder**

The second letter serves not only as a reminder but also informs of the consequences of not taking the action for the same.

**Sample letter: Letter serving as second overdue notice (semi-block format)**

[Date]

Mr. Krishnan Sampath  
Chennab Exporting House  
56, Marine Drive  
Mumbai

Dear Mr. Sampath,

We are still waiting for the payment of ₹ 4500 due since 15 January, 2010.  
Failure to resolve this matter may result in the suspension of your credit privileges and can jeopardize your credit rating.

Sincerely,

Mohan Kapadia  
Credit Manager

JJ

*Third reminder*

The third reminder letter asks the person who has taken the credit to contact the office and resolve the matter. It also threatens to initiate action against the debtor, debarring him from getting any credit in future.

**Sample letter: Letter serving as third overdue notice (semi-block format)**

[Date]

Mr. Krishnan Sampath  
Chennab Exporting House  
56, Marine Drive  
Mumbai

Dear Mr. Sampath,

Your account is overdue for ₹ 4500, as we previously noted in our correspondence. We have had a long and pleasant business relationship in the past and hope to continue this relationship in the future.

If there is any reason you cannot make full payment on this account, please call my office immediately to discuss a new payment schedule.

Unless we hear from you, we will be forced to take other steps to sort out the matter. You will thereby be jeopardizing your credit rating.

I look forward to hearing from you this week.

Sincerely,

Mohan Kappadia  
Credit Manager  
JL

*Fourth reminder*

The fourth reminder tells the creditor that the company will be happy to discuss the payment schedule and if the creditor does not respond within a specific timeframe, they will hand the matter over to a collection agency.

**Sample letter: Letter serving as fourth overdue notice (semi-block format)**

[Date]

Mr. Krishnan Sampath  
Chennab Exporting House  
56, Marine Drive  
Mumbai

Dear Mr. Sampath,

Despite three previous reminders about ₹ 4500 overdue on your account since January, we have received no response from you.

As previously noted, we will be pleased to discuss a revised payment schedule in order to help you resolve this matter. If we do not hear from you within 5 days, we may be compelled to hand over the matter to a collection agency.

We thank you for paying attention to this matter.

Sincerely,  
Mohan Kappadia  
Credit Manager

JL

### *Final reminder*

The final letter gives a final date by which payment is to be made or the matter would be referred to a collection agency.

#### **Sample letter: Letter serving as final overdue notice (semi-block format)**

Mr. Krishnan Sampath  
Chennab Exporting House  
56, Marine Drive  
Mumbai

[Date]

Dear Mr. Sampath,

As of this writing, we have received no response to our correspondence on payment of ₹ 4500 due since January 2010.

Therefore, we must send this final notice to inform you that your account will be handed over to a collection agency if full payment is not received by 15 June, 2010.

We urge you to give prompt attention to this matter.

Cordially,  
Mohan Kappadia  
Credit Manager

JL

## **GOVERNMENT LETTERS**

Government letters are very formal letters and written keeping in mind the rules and regulations of the government. Following are the types of government letters:

- Quotation letter
- Instruction letter
- Letter
- Proceedings (government order)
- Official memorandum
- Circular

- Demi-official letter
- Unofficial note
- Notification

Each one of the above forms has a use and a phrasing of its own.

## Quotation Letters

After receiving the letter of enquiry from a prospective buyer, the sellers supply the relevant information by writing a letter that is called *quotation letter*. These letters are written keeping in view the information asked for, such as price list, mode of payment, discount to be allowed, etc. Businessmen should reply to the enquiries carefully and promptly.

Specify the nature of the project (in as much detail as is necessary to thoroughly define your needs), time constraints, deadline for responding and to whom the proposal or quote should be directed.

### Structure of a quotation letter

Inside Address

[Date]

<Recipient Address Goes Here>

Hello.

Abc Company is requesting <quotation/bid/proposal>s for <nature of project>.

<Detailed description.>

<Time constraints.>

Your <quotation/bid/proposal> should be submitted to <name and address> no later than <deadline>.

Regards,

[Name of sender]

encl: <List of enclosed items goes here>

## Instruction Letters

In large organizations, there is an administrative and managerial hierarchy to run the administration smoothly. To make sure that they are in contact with each other, instruction letters are used. A senior officer may instruct the subordinate on telephone, in person or in writing. Whatever the case might be, giving instructions in writing is the norm. These letters are very balanced letters and have no place for emotions. The information to be conveyed must be arranged in a systematic and logical manner.

**Sample: Instruction letter**

Office of the General Manager  
Ref. No. : 2010/G/03

[Date]

The Security Supervisor  
SEAL Pvt. Ltd.

It has been found that some employees leave the factory at lunch and return after considerable time has lapsed after lunch. As per the rule, the lunchtime is of one hour from 1:00 p.m. to 2:00 p.m. You are instructed to seize gate passes of all such individuals who enter the gate after the lunchtime from tomorrow onwards. Deposit all the seized gate passes with HR Executive, Shri Ramesh Sinha.

Sd.

(Sri Raghunandan Jaiswal)  
General Manager

**Letter**

"Letter" form is used for all formal communications to such authorities as the Government of India, state governments or their attached or subordinate offices and other offices, such as the High Court, State Legislature, Public Service Commission, Vigilance Commissioner, Vice-Chancellors of Universities, Public Bodies or Associations of the public or class of employees or government servants.

A letter is composed of the following parts:

- Letter head bearing the name of the state government and that of the department/office, PIN, and telephone number
- Number and date of communication
- Designation of the sender
- Designation of the addressee
- Salutation
- Subject
- Main text of the letter
- Subscription
- Signature and designation of the sender

Official letters emanating from a department of the Secretariat and purporting to convey the views or order of the government must specifically be expressed to have been written under the direction of the government. In the case of letters by means of which formal sanction of the government is sought to be communicated or issued, it is necessary to invoke the authority of the Governor by prefixing the phrase the "Governor is pleased to sanction/authorize/approve," etc. to the main text or contents of the sanction.

Letters addressed to official authorities should begin with the salutation 'Sir' and those addressed to non-official individuals or groups of individuals with 'Dear Sir/Sirs'. Those addressed to firms should begin with the salutation 'Dear Sirs' or

'Gentlemen'. All official letters should terminate with the subscription 'Yours faithfully', followed by the signature and designation of the person signing the letter.

Ordinarily, the letter to the Government of India is addressed to the Secretary of the appropriate Ministry and if the Ministry has Divisions or departments under it, the name of the Division or department is also written below the name of the Ministry. In the case of other state governments, the letter is addressed to the Secretary of the Department concerned or to the Chief Secretary, if the name of the department is not known. Generally, letters to the Government of India or state governments are to be signed by officers of the rank of Under Secretaries and above, depending on the importance of the communication.

The subject, wherever necessary, should be indicated clearly in suitable words, which will be in the nature of an index to the contents, and reference to previous communication may also be cited after the subject, and before the main text of the letter.

## Proceedings

Decisions of the government or orders of general applicability on questions of policy or other important matters should be communicated, issued or promulgated in the form of 'Proceedings'. The form of proceedings shall be used in the following cases:

- Communication containing financial sanction.
- Disciplinary proceedings involving imposition of a penalty on a Government servant.
- Orders or decisions of general applicability on important questions of policy.
- Any other decision of the government considered sufficiently important to warrant such form of communication.

The proceedings should always be drafted in the third person.

Proceedings generally consist of the following:

- Letter head bearing the name of the State Government and the department.
- Subject matter of the order in suitable words which will be in the nature of an index to the contents of the order.
- Number and date of the order.
- 'Read' portion giving the number and date of several previous orders or communications which have been taken into account in formulating the present decision.
- 'Preamble' portion referring to the circumstances or requirements or reasons which have actuated the formulation of the proposal.
- The order portion which is the most significant part of the proceedings should be self-explanatory and should clearly indicate the final decision of the government in precise and unambiguous terms so that it should not be necessary to make a reference to the preamble to know the importance of the order.

## *Types of Letter*

- The signature of the officer authorized to issue the order along with his name and designation, which shall be in the following form.

"By Order and in the name of the Governor of (name of state),  
(Name)

Designation of the Officer  
Authorized to sign."

- The officers or the persons to whom copies of the proceedings are to be distributed.

Where an Order is to be issued under any enactment, which provides for the making of an Order or Instrument by the state government, the expression 'the Government of (name of state)' should be used in the body of the Order or the Instrument, as the case may be.

## **Official Memorandum**

Official memorandum is used for correspondence between the departments of the Secretariat or between a Secretariat department and a government department not included in the Secretariat Organization or between one government department and another. This is written in the third person and bears no salutation or subscription except the signature and designation of the officer signing it. The designation of the addressee is indicated below the signature on the left side of the page.

## **Circular**

The circular differs from the ordinary letter or memorandum as it is addressed to several departments or persons simultaneously.

## **Demi-official Letter**

Demi-official letters are used in correspondence between the government officers for an inter-change of communication of opinion or information without the formality of the prescribed procedure. It is also used when it is desired that a matter should receive the personal attention of the individual addressed or when it is intended to bring to the personal notice of an officer a case in which action has been delayed and official reminders have failed to elicit a suitable reply. In certain cases, communication addressed to non-officials may also be in the form of demi-official letters.

A demi-official communication is addressed personally to an officer by name. It is written in the first person, singular and in a personal tone with the salutation 'My dear...' or 'Dear ...' and terminating with 'Yours sincerely'. It is signed by the officer without mentioning his designation.

## **Unofficial Note**

Unofficial reference can be made in two different ways, namely:

- By sending the file itself to the department / office with a note recorded thereon.
- By sending a self-contained note or memorandum.

This method is generally employed in:

- Secretariat departments (or between a Secretariat department and its attached office) for obtaining the view, comments, etc. of other Secretariat departments on a proposal, obtaining a clarification, etc. of the existing instructions, requisitioning papers or information, etc.
- No salutation or complimentary closing words are used in this form.
- Also used when use of formal letters for communication between one department and another is to be avoided.

### **Notification**

Notifications are used by government only for publishing Rules and orders passed under legal enactments: for making announcement about appointments, postings, transfers, grant of leave, etc. of Gazetted Officers and publishing any matter required to be published in the Gazette under the provisions of any law or Order of Government.

### **SUMMARY**

- Business letters are written for the fulfilment of a purpose.
- Business enquiry letter, order letter, sales letter, complaint letter, credit and collection letter and collection or recovery letter are different types of business letters.
- Enquiry letters are written by prospective buyers to know the details of the goods which they want to buy such as quality, quantity, price, mode of delivery and payment, etc. They may also ask for a sample.
- Letters written by a buyer to the seller giving the order to purchase the goods is called *order letter*.
- A complaint letter is written when the purchaser does not find the goods to his satisfaction.
- The letter written by the seller for the collection of money for the goods supplied to the buyer is called recovery letter. The aim of the recovery letter is to collect money without annoying the customers.
- Government letters are very formal letters and written keeping in mind the rules and regulations of the government.
- After receiving the letter of enquiry from a prospective buyer, the sellers supply the relevant information by writing a letter that is called the quotation letter.
- To make sure that each department is in contact with the others, instruction letters are used.
- Official letters emanating from a department of the Secretariat and purporting to convey the views or order of the government must specifically be expressed to have been written under the direction of the government.

- Decisions of the government or orders of general applicability on questions of policy or other important matters should be communicated, issued or promulgated in the form of 'Proceedings'.
- Office memorandum is used for correspondence between the departments of the Secretariat or between a Secretariat department and a Government department not included with in the Secretariat Organization or between one Government department and another.
- The demi-official letter is used in correspondence between the government officers for an interchange of communication of opinion or information without the formality of the prescribed procedure.
- Prospective buyers want to know the details of the goods, which they want to buy, such as quality, quantity, price, mode of delivery and payment, etc. They may also ask for a sample.

### EXERCISES

1. You want to buy a book from the Kalka Publication, which is situated at Kanchan Bazar, Hyderabad, Andhra Pradesh, 500030. Write a letter indicating your requirements.
2. Suppose you are the owner of a shop which sells ceiling fans. You received an enquiry letter from M/s Aakash Hotels, Connaught Place, New Delhi seeking information about the price and availability of fans. Write a letter in response to the enquiry made by M/s Aakash Hotels.
3. You are a sales manager of an XYZ company in Delhi dealing in washing machines. You have received a complaint regarding a technical fault in a newly purchased product by a customer. Write a suitable reply to the customer. Invent necessary details.
4. You are a customer who bought a music tape recorder from an electronics goods store in South Delhi. You found there was a technical fault in the product. Write a complaint letter to the customer service department requesting replacement of the product under warranty period of one year. Invent necessary details.
5. As a procurement officer in a government company that manufactures steel:
  - (a) Report to your officer in writing the arrival of 40 damaged switches from a supplier.
  - (b) In addition, draft a letter claiming replacement of 40 switches that arrived damaged at your office. Tell the company that they are facing a loss on account of their mishandling and any further damage would not be tolerated. Get the letter signed by the authorized signatory. Invent necessary details.
6. The Head of an organization is worried about the time the employees spend on their personal mobile phones. Draft a memo to be signed by him and circulate to all employees, asking them not to make or receive any calls unless an emergency.

7. Your company is opening a new branch in a XYZ city. Place an order of stationary for 20 employees to a local supplier. Invent necessary details.
8. Assume that you are a bank manager and you have been asked to deal with a customer who has taken a loan of ₹ 2,00,000 at 12.25% per annum to buy a car. You anticipate that the customer is going to miss his fifth monthly installment due on 15 September 20XX and which comes to ₹ 9,000. Write to him a series of reminder letters to pay his installment in time and to remain creditworthy.
9. Read exercise 8 and enclose a check of ₹ 9000 stating your reasons for the delay in payment. Assure the manager that in future you give priority to your financial dealings with the bank.
10. What are the main points for replying a letter of enquiry? Discuss.