

# 3

## Introduction to Business Communication and Letter Writing

### LEARNING OBJECTIVES

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

- ✓ Meaning of business correspondence.
- ✓ Importance of business correspondence.
- ✓ Essential qualities of a good business letter.
- ✓ Various parts of a business letter.

### INTRODUCTION

Written communication through exchange of letters is the most common known form of correspondence. Communicating our feelings, thoughts, etc. to our friends and relatives through letters is called *personal correspondence*. The letters written and responded to by a businessman in his day-to-day transactions are referred broadly as *business correspondence*.

Business correspondence or business letter is a written communication between two parties. These may be written to supplier of goods, and receive letters from the suppliers. Customers may write letters to businesspersons seeking information about availability of goods, price, quality, sample, etc. or place an order for purchase of goods. Thus, business letters may be defined as a media or means through which views are expressed and ideas or information is communicated in writing in the process of business activities.

However, letters are not the only means of business correspondence. Memorandums, faxes and emails can also be included in the category of business

correspondence. Although reports, proposals, CV, biodata, and resume are also designed with a formal structure, they are not considered a part of business correspondence.

## **IMPORTANCE OF BUSINESS CORRESPONDENCE**

Business operations are no longer restricted to a state or nation. If production takes place in one country, then consumption takes place everywhere. The distance and time it takes to transmit messages makes it difficult for communication to be consistent. Thus, there arises the need for writing letters. The importance of letters has increased because of vast expansion of businesses, increase in demand as well as supply of goods. The importance of business communication can be highlighted as follows:

**Maintaining proper relationship:** Business activities are not confined to any one area or locality. Business persons are separated by distance from their suppliers, distributors and customers. Written communication becomes an essential mode for maintaining consistent relationships. This helps them to carry on a business at national as well as international levels.

**Inexpensive and convenient mode:** There are other modes of communication such as telephone, email, telex, fax, etc., but business information can be provided and obtained economically and conveniently through letters.

**Creates and maintains goodwill:** Sometimes, business letters are written to create and enhance goodwill. Customer Care departments in companies have a constant responsibility to send letters to enquire about complaints and invite suggestions of their customers. They also send letters to inform the customers about the availability of a new product, clearance sale, etc.

**Serves as evidence:** We cannot expect all the people involved in a negotiation to memorise all figures in a conversation that normally takes place among businesspersons. Through letters, the businessperson can keep a record of all facts. Thus, letters can serve as evidence in the case of dispute between two parties. Other types of evidences are memos, faxes, emails, reports, minutes of meetings, etc.

**Helps in expansion of business:** Business requires information regarding competing products, prevailing prices, promotion, market activities, etc. If the trader has to run from place to place to get information, he will end up doing nothing. It will simply result in loss of time. However, through business letters, he can make all enquiries about the products and the markets. He can also receive orders from different countries and thus enhance sales.

## **PRINCIPLES OF BUSINESS CORRESPONDENCE**

The principles of a good business letter are described here.

**Knowing the addressee:** Relevant information about the subject and the person to whom it is addressed should be present. It will create good influence on the reader and will create a good image of the writer.

**Writing naturally:** Genuineness in expression of thoughts or ideas is essential to successful business writing. Language should be mild and the reader should believe that we are in conversation with him.

**Writing clearly and without ambiguity:** The letter should be free from any confusion or ambiguity. It should ensure clarity of thought with no omission of word, any faulty punctuation and disorderly arrangement of facts. There has to be proper specification of numbers and figures to maintain the authenticity of the matter. Faulty punctuations or vague words may prove disastrous for business relations.

**Writing completely:** The letter should have all the relevant facts and complete information so that unnecessary queries do not arise. It should be complete in all aspects and everything should be described or written with a specific purpose.

**Courtesy and consideration:** Courtesy in business correspondence is simply not restricted to obligatory words like "Thank you" or "Please", it implies promptness in attending to the letters and other factors. It is important to acknowledge letters when it is not possible to give immediate replies. There has to be politeness in declining business proposals or saying "No", and it has to be done in a decent manner. In business, courtesy begets courtesy. So the letter written to business associates and parties should be trivial and polite. Such a letter also opens avenues for future communication. Business correspondence should never be taken lightly; careless communication can damage long-term business relationships.

**Avoid jugglery or jumbling of words:** It is important that the language of the letters should be simple and should not be like an essay or article with a literary point of view. It has to be written in short sentences with simple words. The letter should not have typical or difficult words and one should refrain from resorting to verbose or prosaic style of writing.

**Avoid the use of commercial words/phrases/abbreviations and jargons:** The use of commercial words/phrases/abbreviations should be avoided as they have become obsolete and out of practice. There are some important commercial terms that cannot be substituted, yet they should be minimized or avoided in the letters. Jargons should be avoided at all costs. Jargons are subject specific and people outside the profession may not understand technical abbreviations and jargons.

**Effectiveness:** Conciseness, preciseness, relevancy, concreteness and consistency are the corner stones of effective business communication. The letter should be arranged in the relevant way so that the important facts could be given importance. The paragraphs in the letter should gradually develop for the purpose for which the letter is being written. Hence, there should be continuity in the way the letter is drafted. The letter can be divided into small paragraphs and each paragraph should contain specific type of information. It should be neither too short nor too lengthy, as this may prove monotonous or irrelevant in a business letter to the reader.

## FEATURES OF BUSINESS CORRESPONDENCE

Effective correspondence is one of the most important areas of interaction. The role of correspondence is vital in every field of life, whether it is personal affair or business dealing. Certain features of correspondence need to be mastered by people responsible for correspondence. They are honesty, clarity, accuracy, comprehensiveness, accessibility, conciseness, professional appearance and correctness.

### ***Honesty***

It is very important for you to give honest information to readers so that they can trust your organization for accurate and safe instructions. This reduces the chance of legal action in the case of accident, and ensures the possibility that a recipient will trust your information, developing a rapport with you by your correspondence.

### ***Clarity***

Having clear instructions and message removes the chance that readers will be confused and accidentally do something unsafe, or spend more money trying to understand the instructions. Clarity will allow more people to follow through and reply to your document or email.

### ***Accuracy***

Having accurate information is essential in corresponding with employers or employees. This ensures that all recipients are receiving the same and correct information, making it more pleasant for everyone involved.

### ***Comprehensiveness***

Leaving out information or details in a memo or document would result in annoyance from recipients, as well as resulting in failure to elicit favourable response due to the writer's inaccuracies. To follow through on instructions, readers need directions that are complete and easy to understand, and that are free of any missing details.

### ***Accessibility***

Providing an appendix, or table of contents allows readers to easily browse your memo or e-mail gathering the information they need, instead of reading what they do not need. Specifying where the original source is available helps in studying a brief document in detail.

### ***Conciseness***

Avoiding "wordy" documents and using easy to follow formats allow readers to view the information easily, and eliminate frustration due to excess information. This helps employees know what they need to know faster and more efficiently.

### ***Professional appearance***

Business correspondence with colloquial language or an unprofessional look may hinder the creditability of your document or make it look too juvenile. Adhering

to format and language standards helps readers feel that your document is legitimate and valid.

### **Correctness**

Having correct information will validate your document. Documents with spelling or grammatical errors would make one feel that document was carelessly put together. Use of proper punctuation and giving correct information, help readers understand the information and know that they can trust what is printed.

## **TYPES OF BUSINESS CORRESPONDENCE**

We are living in a computer age. That is why it is understandable why there are gradual changes in the methods of business correspondence, from the way it is written to the process of exchanging letters. In business correspondence email or electronic mail is the product of new technology. The extensive use of email has resulted in the gradual decline of the conventional ways of business correspondence. However, the use of paper is still not out of the scene. There are countries that still utilize this kind of method. The different kinds of business correspondence that are still in use nowadays are business letters, memos and faxes.

### **Business Letters**

Business correspondence is associated mainly with business letters. The rule and structure are more firmly established for letters than any other form of business correspondence. There are some rules you cannot afford to ignore when writing a business letter. Though many of the rules can be adjusted to your needs, you need to be familiar with them before you can make adjustments.

### **Business Memos**

Memos are not studied as profoundly as business letters. They are probably considered a by-product of business letters and are treated as something secondary. They appeared around the 1920s when organizations became big and had many departments. They are much "younger" than business letters. This is probably the reason why they tend to be less formal. Every business uses lots of business memos, and a lot of them nowadays are sent by email which makes them even more vague in design.

### **Business Faxes**

Business faxes became common during the 1980s with the advent of technology. Actually, faxes have been around longer than memos but for a long time, very few people had access to fax machines as they were highly priced. Faxes have been a part of business environment for about 40 years, which is nothing compared to the life span of business letters. Consequently, there are not many rules established for writing faxes. Everybody wrote them the way they considered appropriate. Faxes

are less prevalent now as most faxes are done via computer. In some countries, however, the original format is still retained and will take some years to fade out.

## **Business e-mail**

This is the most recent and the most common type of business correspondence in today's office. Email is the blessing and the curse of modern businesses. It is very helpful as a means of instant communication but becomes a burden for those who have thousands of unopened messages in their inbox. Spam is also a very big issue, though a little less so lately when there are ways to harness it (more or less). Email is still in its infancy and we all know it is here to stay, until better technology replaces it. The good thing is that we are gradually getting used to treating email with care and realizing that though it is very close to a phone conversation, it is still a type of business correspondence, "business" being the operative.

## **PLANNING THE LETTER**

Planning is essential to construct a clear and effective letter. Some letters do not require an elaborate plan as others. A letter to a customer detailing a proposal for a product purchase will obviously need a more elaborate plan than a "thank-you" note for a business lunch.

If the information you need to present in a letter can be presented in the head or subject line, there is no real need for an elaborate outline featuring headings and sub-points beneath sub-points. The structure of your letter should suit the information you wish to present to the reader.

With practice, the simpler letters flow more easily and an elaborate outline can be reserved for more complex business letters.

The following four steps are essential in the planning of any letter:

1. Researching the facts
2. Analyzing the subject and the reader
3. Knowing your objectives and how to accomplish them
4. Checking or revising the letter

If you follow these steps as you are planning to write any letter, you would find that your letter will be clear and well received, and will achieve your desired goal.

### **Researching the Facts**

Before you write a letter, it makes sense to know:

- What you plan to talk about.
- Get the facts together prior to composing anything.

For example, if you are corresponding with a customer, examine all previous correspondence with him. Depending upon the volume of this correspondence, and assuming the customer to be a fairly good letter writer, you can learn a good deal

about the customer. After collecting information, try to visualize the person to whom you are writing. To know something about the customer's interests, examine the file on business dealings with the customer. If you learn as much as possible about your reader, it will be easier to write a letter that is directed to that reader. Design an outline topic wise and then elaborate. Timeliness is essential in business correspondence. When the letter lands on your reader's desk, the ideas should be fresh for both you and the reader.

## Analyzing the Subject and the Reader

You have completed your research. You know something about the person to whom you are writing. You have a good idea what topics will be covered in the letter. The information you have gathered must now be analyzed, so that you can logically organize it for the best results.

An outline is a good method of organizing topics and visualizing the order in which you wish to discuss them in the letter. You can order the letter chronologically, by importance of the topics discussed, or whatever order is the most effective. Your choice is flexible, but it must be logical and you should not mix thoughts in sentences or drop them before they are completed.

You need to select right or accurate style or approach. The initiation of letter can be done through three approaches or styles.

**Direct:** In this type of letter, we can jump to the main issue or conclusion before giving any type of preface or introduction. For example, enquiries, quotations, orders, etc.

**Indirect:** This type of letter involves making indirect introduction or preface before the main information, issue or subject.

**Persuasive:** Such letters should be written in a way that the reader should be motivated and their content should arouse his interest to create a demand for the business. For example sales executive offering lucrative offers to sell his products through effective business letter writing.

## Knowing Your Objectives and How to Accomplish Them

Set an objective for every letter you write. If you want a customer to accept credit terms you are offering, keep that goal in mind as you plan and write your letter. As you choose the order of each paragraph and the wording of each sentence, you should keep your goal clearly in mind, arranging facts, figures and places, i.e. to collect information of the relevant facts, figures and places. These should be arranged and assorted properly so that the letter becomes a link chain and should be able to satisfy the readers.

## Checking or Revising the Letter

The business letter should be revised and checked thoroughly before signature and final dispatch. This is done to ensure its accuracy, clarity and effectiveness. The letter should be free from confusing or wrong words, faulty punctuation, and incomplete information, etc. for congenial and prosperous business relations.

## FORMAT AND LAYOUT OF BUSINESS LETTERS

A letter should serve the purpose for which it is written. If a businessperson writes a letter to the supplier for purchase of goods, the letter should contain all the relevant information relating to the product, mode of payment, packaging, transportation of goods, etc. clearly and specifically. Otherwise, there will be confusion that may cause delay in getting the goods. The quality of paper used in the letter, its size, colour, etc. also need special attention, because it creates a positive impression on the mind of the receiver. We may classify the qualities of a good business letter as:

- Inner qualities
- Outer qualities

### **Inner Qualities**

The inner qualities of a good business letter refer to the quality of language, its presentation, etc. These facilitate quick processing of the request and that leads to prompt action. Let us discuss the various inner qualities of a good business letter.

#### *Simplicity*

Simple and easy language should be used for writing business letters. Difficult words should be strictly avoided, as one cannot expect the reader to refer to the dictionary every time while reading the letter.

#### *Clarity*

The language should be clear so that the receiver will understand the message immediately, easily and correctly. Ambiguous language creates confusion. The letter will serve the purpose if the receiver understands it in the same manner in which it is intended by the sender.

#### *Accuracy*

The statements written in the letter should be accurate to the best of the sender's knowledge. Accuracy demands that there are no errors in the usage of language—in grammar, spellings, punctuations, etc. An accurate letter is always appreciated.

#### *Completeness*

A complete letter is one that provides all the necessary information to the users. For example, while writing a sales letter, the sender should mention the desirable features of the goods, i.e. their quality, shape, colour, design, quantity, date of delivery, mode of transportation, price, contact details, benefits of purchase, etc.

#### *Relevance*

The letter should contain only essential information. No irrelevant information should be mentioned.

***Courtesy***

Courtesy wins the heart of the reader. In business letters, courtesy can be shown/ expressed by using words and phrases like please, kindly, thank you, I would be grateful, etc.

***Neatness***

A neat letter is always impressive. A letter either handwritten or typed should be neat and attractive. Overwriting and cuttings should be avoided.

**Outer Qualities**

The outer qualities of a good business letter refers to the appearance of the letter. These refers to the quality of the paper used, colour of the paper, size of the paper, etc. Good quality paper gives a favourable impression in the mind of the reader. It also helps in documenting the letters properly. Let us discuss the various outer qualities of a good business letter.

***Quality of paper***

The paper used should be in accordance with the economic status of the firm. Now-a-days, the cost of the paper is very high. Therefore, good paper should be used for original copy and ordinary paper may be used for duplicate copy. Drafting and revising of letters can be done on one side used papers.

***Colour of the paper***

It is better to use different colours for different types of letters especially in case of sales letters so that the receiver will identify the letters quickly and prompt action will be taken. Business letters, however, use white colour paper only.

***Size of the paper***

Standard size paper (A4) should be used while writing business letters. The size of the paper should be in accordance with the envelopes available in the market.

***Folding of letter***

The letter should be folded properly and uniformly. Care should be taken to give minimum folds to the letter so that it will fit the size of the envelope. If the window envelope is used, then folding should be done in such a way that the address of the receiver is clearly visible through the transparent part of the envelope.

***Envelope***

The size and quality of the envelope also need special attention. The size of the letter should fit the size of the envelope. Business firms use different types of envelopes, i.e. ordinary envelope, window envelope, laminated envelope, etc. In the window envelope, there is no need to write the address of the receiver separately on the envelope. It is clearly visible through the transparent part on the face of the envelope, which may be called window. In the laminated envelope, a thin plastic sheet or cloth is pasted on the inner side that gives extra protection to letter from being damaged during transit.

## **Business Letter Formats**

If you are writing a business letter, the most common formats include the block format and the semi-block format.

### ***Block format***

Every line begins flushed with the left margin and paragraphs are indicated only by a blank line between them.

### ***Semi-block format***

The first line of every paragraph begins indented to the right.

The use of these formats depends on the one commonly used in your organization or the situation in which you are writing. Neither style given above is better but once chosen, use it consistently throughout the letter.

## **BUSINESS LETTER LAYOUT**

The layout is concerned with the mechanical and physical details of a business letter. All the components of a business letter (Figure 3.1) are discussed here.

### **Heading and Inside Address**

The top of the letter contains two kinds of information.

- The heading contains the writer's address and the date of the letter. The writer's name is not included and only date is needed in headings on printed office stationery.
- The inside address shows the name and address of the recipient of the letter. If the recipient has moved, the inside address helps determine what to do with the letter. The address include the:
  - Appropriate title of respect of the recipient.
  - Name of the company exactly as used publicly by that company.
  - Names of individuals, addressing them appropriately, e.g. Mrs., Ms., Mr., Dr., Prof. and so on.

### **Date**

This is particularly important in business letters as it acts as a proof that you did indeed write a letter. Give the day, month and year of correspondence. Common formats are:

8 July 2010

July 8, 2010

Avoid, for example, the 8/7/10 or 10.1.2010 format.

### **Reference Numbers**

This makes the filing easier and allows letters to be traced later. Generally, references consist of two sets of initials with a final number. For example,

Ref: BIT/acad/2010/25. This could mean letter from an organization, BIT related to 'acad' or academic matters, in the year 2010 and this was the 25<sup>th</sup> letter.

## **Salutation**

The salutation, "Dear Sir" of the letter, is followed by a comma. If you do not know whether the recipient is a man or woman, traditionally you write "Dear Sir", or "Dear Sirs". More recently, however, salutations such as "Dear Sir or Madam," "Dear Ladies and Gentlemen," "Dear Friends," or "Dear People" have been recommended. If you are on first name terms, then write, for example, Dear Parul or Dear Ms. Parul. While referring to ladies, use their names along with those of their father/husband, for example, Dr. Sangeeta Sharma, and Dear Dr. Sharma.

## **Subject or Reference Line**

The subject line is placed after the salutation. The subject line announces the main business of the letter. Whereas a reference line refers to the person, advertisement or previous communication to which the current letter is a response.

## **Body of the Letter**

The actual message is contained in the body of the letter which are the paragraphs between the salutation and the complimentary close. Strategies for writing the body of the letter are discussed in the section on business-correspondence style.

## **Complimentary Close**

The "Sincerely yours" element of the business letter is called the complimentary close. Other common ones are "Cordially," "with expression of esteem," "yours faithfully". (if writing to a person in high position). You can design your own phrases, but be careful not to create florid or wordy ones. Notice that only the first letter is capitalized, and it is always followed by a comma. If you address the person by name, you conclude *Yours sincerely*. If you have addressed the person by his or her name, a number of forms are common such as "with kind regards", "with best regards", "Regards", "Best wishes", "with best personal regards" (if the person is close to you in business terms).

## **Signature Block**

Usually, you type your name below the complimentary close, with enough space to sign above your name. If you are a woman and want to make your marital status clear, use Miss, Ms., or Mrs. in parentheses before the typed version of your first name. However, it is preferable to avoid "Dr. (Mrs.)", normally your name will make your gender clear. Whenever possible, include your title or the name of the position you hold just below your name, for example, Managing Director, General Manager, Head (HR), Accounts Manager.

## End Notations

Just below the signature block are often several abbreviations or phrases that have important functions.

### Initials

The initials are all kept in capital letters and are those of the writer of the letter, and the initials in lower case letters kept just after the colon are those of the typist. e.g. *LTE : jls.*

### Enclosures

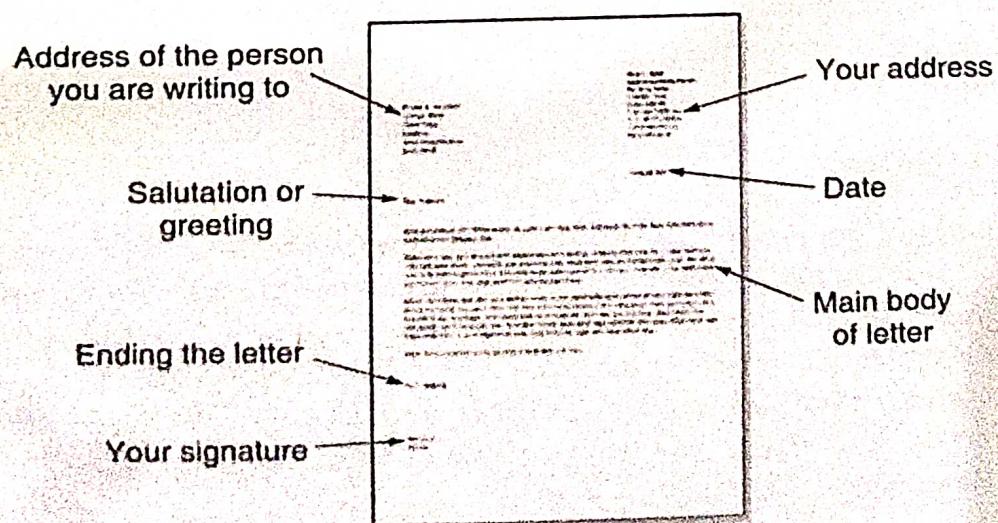
To make sure that the recipient knows that items accompany the letter in the same envelope, use such indications as "Enclosure," "Encl.," "Enclosures (2)". For example, if you send a resume and writing sample with your application letter, you would do this: "Encl.: Resume and Writing Sample". If the enclosure is lost, the recipient will know about it.

### Copies

If you send copies of a letter to others, indicate this fact among the end notations also. If, for example, you were upset by a local merchant's handling of your repair problems and were sending a copy of your letter to the Better Business Bureau, you would write this: "cc: Better Business Bureau." If you plan to send a copy to your lawyer, write something like this: "cc: Mr. Raymond Mason, Counsel."

### Following Pages

If your letter is longer than one page and you have used letterhead stationery, remember not to use it for subsequent pages. However, you must use blank paper of the same quality, weight, and texture as the letterhead paper (usually, letterhead stationery comes with matching blank paper).



**Figure 3.1 Components of a letter.**

## STYLE IN BUSINESS CORRESPONDENCE

Writing business letters and memos differs in certain important ways from writing reports. Keep the following points in mind when you write and especially when you revise your business letters or memos:

### *State the main business, purpose, or subject matter right away*

Let the reader know from the very first sentence what your letter is about. Therefore, avoid roundabout beginnings. If you are writing to apply for a job, begin with something like this: "In response to your advertisement in 'The Pioneer' dated 10 September 2010 for the post of *Assistant Sales Manager*, I am happy to offer myself as candidate".

However, if you have bad news for someone, you need not spill all of it in the first sentence. Buffer the bad news with the good ones.

### *Keep the paragraphs of most business letters short*

The paragraphs of business letters tend to be short, only some sentences might be long. Business letters are not read the same way as articles, reports, or books. Usually, they are read rapidly. Big, thick, dense paragraphs over ten lines, which require much concentration, may not be read carefully—or read at all. Hence, it is advisable to keep the paragraphs short.

### *Compartmentalize the contents of your letter*

When you compartmentalize the contents of a business letter, you place each different segment of the discussion, each different topic of the letter, in its own paragraph. If you were writing a complaint letter concerning problems with the system unit of your personal computer, you might have these paragraphs:

- A description of the problems you've had with it
- The ineffective repair jobs you've had
- The compensation you think you deserve and why

### *Provide topic indicators at the beginning of paragraphs*

Analyze some of the letters you see in Chapter 4 in terms of the contents or purpose of their individual paragraphs. In the first sentence of any body paragraph of a business letter, try to locate a word or phrase that indicates the topic of that paragraph. If a paragraph discusses your problems with a personal computer, work the word "problems" or the phrase "problems with my personal computer" into the first sentence. Doing this gives recipients a clear sense of the content and purpose of each paragraph.

### *List or itemize whenever possible in a business letter*

Listing spreads out the text of the letter, making it easier to pick up the important points rapidly. Lists can be handled in several ways, as shown in examples in the next chapter.

**Place important information strategically in business letters**

Information in the first and last lines of paragraphs tends to be read and remembered better. Information buried in the middle of long paragraphs is easily overlooked or forgotten. Therefore, place important information in high-visibility points.

**Find positive ways to express bad news in your business letters**

Often, business letters have to convey bad news, e.g. a broken computer keyboard cannot be replaced, or an individual cannot be hired. Such bad news can be conveyed in a tactful way. Doing so reduces the chances that business relations with the recipient of the bad news will end. To convey bad news positively, avoid such words as "cannot," "forbid," "fail," "impossible," "refuse," "prohibit," "restrict," and "deny" as much as possible.

**Focus on the recipient's needs, purposes, or interests instead of your own**

Avoid a self-centred focus on your own concerns, than those of the recipient. Even if you must talk about yourself in a business letter a great deal, do so in a way that relates your concerns to those of the recipient. This recipient-oriented style is called the "you-attitude," where the writer keeps the recipient as the focus of the letter.

**Avoid pompous, inflated, legal-sounding phrasing**

Avoid important sounding, legally worded language in a letter. Of course, such phrasing is apparently necessary in legal documents. When you write a business letter, picture yourself as a plain-talking, commonsense, down-to-earth person (but avoid slang and jargons).

**Give your business letter an "action ending" whenever appropriate**

An "action-ending" makes clear what the writer of the letter expects the recipient to do and when. Ineffective conclusions to business letters often end with rather limp, non-committal statements such as "Hope to hear from you soon" or "Let me know if I can be of any further assistance." Instead, or in addition, specify the action the recipient should take and the schedule for that action.

## SUMMARY

- Written communication through exchange of letters is the most common known forms of correspondence.
- Relevant information about the subject and the person to whom the letter is addressed should be present.
- Writing effective correspondence is one of the most important areas of interaction.
- Business correspondence is associated mainly with business letters.
- Memos are not studied as profoundly as business letters.
- Email is a blessing and a curse of modern businesses. (Though most people consider it a good blessing.)

- Planning is essential to construct a clear, effective letter. Some letters do not require an elaborate plan as others.
- Before you write a letter, it makes sense to know
  - o What you plan to talk about.
  - o Get the facts together prior to composing anything.

### **EXERCISES**

1. Why are business letters important?
2. Discuss briefly the principles of writing an effective letter.
3. Why is planning necessary for writing a business letter?
4. What elements constitute the structure of a business letter? Explain each element briefly.
5. What are the key points that need to be remembered in the style of letters and memos?
6. The following sentences are inconsistent with the principles of letter writing. Edit and make adequate corrections.
  - (i) I beg to inform you that owing to the sad and untimely demise of Shri Kirorimal, the ownership of Shri Lal and Sons has passed into the hands of Shri Nelesh Lal. All future correspondence meant for this firm may please be addressed to him.
  - (ii) Kindly advise whether or not the goods we ordered have been despatched by you as per our agreement and oblige.
  - (iii) I am directed to advise you that arrangements of your journey from Bangalore onwards have been made and you should not feel anxious about this matter.
  - (iv) I have gone carefully through the report submitted by you but am sorry to say that owing to the fact that I am busy at the time of writing, I am not in a position to initiate any action for the proper implementation of any of the valuable suggestions so kindly offered by you.
7. Write short notes on:
  - (i) Enclosure
  - (ii) Attention line
8. What is the significance of business correspondence for professionals? Discuss.