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Subject English for Communication

Subject Code-Bt !03

Department-Humanities

Unit 5

Lecture 1

BUSINESS LETTER

1. BUSINESS CORRESPONDENCE

Business letters are a tool for a business organization. They help in building relations and maintaining the established ones...A business letter (or formal letter) is a formal way of communicating between two parties. There are many different uses and business letters. Business letters can be informational, persuasive, motivational, persuasive, informational, or promotional.

2. Parts of a Business Letter

The elements that constitute of formal letter are as follows:

1) The writer's address or heading: - This is normally placed with the left margin. [as in job application]. Firms get their letter head printed with their name, line of activity, address, phone number, fax number, and email I.D. For example,

Apex Bank limited
Link Road
Bhopal-4620001

2) Date: - It is written two spaces below the last line of the letter head on the right hand side. Generally it is written as,
17 March 2020
March 17 2020

3) Reference: - The reference is mentioned below the date line on the left hand side. It helps in the official use of specific file to the repliers.

4) Inside address: - It bears the name and address of the firm or the individual. It is written two spaces below the reference line. It should start from the left margin. For example,

The Manager
Crompton Geraves ltd
Mumbai

5) Attention line: - It is written two spaces below the inside address. It helps to refer a particular person in the firm wither by name or designation. For example,

For the kind attention of: Mr. Shankar, Dispatch officers.

6) Salutation: - It is written two spaces below the inside address. Normally 'Dear Sir' or 'Dear Madam' is used for business purpose. When you want to address the individual then you can write 'Dear Mr. Joshi'.

7) Subject: - The subject line helps the recipient to know immediately what the message is about.

For example,

Sub: - Enquiry about electronics items.

Sub: - Application for the post of General Manager.

8) Body of the letter: - It is the main part of the letter. The content is about the main purpose of the letter.

9) Complementary or formal close: - This has to be according to the salutation,

| Salutation | Subscription |
|-----------------|--------------------------------------|
| Sir | Yours faithfully or Yours obediently |
| Dear Sir | Yours faithfully or Yours truly |
| Dear Madam | |
| Dear Mr. Joshi | Yours sincerely |
| Dear Smt. Dixit | |

10) Signature: - Signature is placed below the complementary close. Signature is the signed name of the writer hence it is hand written. Below the signature there must be the name of the writer and his designation.

11) Enclosure: - If the letter carries some other paper along with it, it should be clearly mentioned against the enclosure line.

3.YOU ATTITUDE

Business letters are of utmost importance for a business organization. It helps a businessman to build new relations. Any businessman has to communicate effectively with the customers, suppliers, buyers, banking sector and all agencies related to business. So it is extremely important that 'you attitude/psychology' should be kept in mind while writing the letters. Business letters aim at satisfying all expectations and needs in new business. So, one must adopt polite and courteous tone in drafting business letter. Application letter, Sales letter, Enquiry letter, quotation, complaint letter in all the above forms of letter one must maintain courtesy tactfully in maintaining friendly relations in future. A discourteous, rude or arrogant tone will end the interest of the receiver in any future relations. If you want the assuming reaction from the receiver, you must be polite in your tone while drafting letter.

4. TYPES OF BUSINESS LETTER

(A) LETTERS OF ENQUIRY

Enquiry letters are letters which are written to secure information related to one's business or profession. Letters of enquiry request information from another company. It is customary that for the purpose of finding the cheapest and the best source of supply of required goods. Enquiries can be made for availability of goods, estimates, terms of sale and purchase, catalogues, or even about training courses from institutions. Writing an enquiry letter is the first step towards conducting business transaction. Enquiry letters can be of various types: Solicited enquiry, unsolicited enquiry and routine enquiry.

(B) QUOTATIONS

Calling for quotations is the standard practice that business organizations follow before placing an order. This enables them to find out and identify the cheapest and the best quality of goods they want to purchase.

POINTS TO BE KEPT IN MIND BEFORE PLACING A QUOTATION

- 1) The writer should provide clear and precise details of the shape, size, quality, model, colour etc.
- 2) The seller should be asked to quote his rates, discounts and terms of payment.
- 3) An exact idea of the quantity should be givento offer competitive rates.
- 4) ...The time –period in which the goods are required..
- 5)Guarantee and warrantee details should be asked about.....

...Must enquire about availability of spares, accessories, cost of repairs, installation charges, transport facility etc.

Sample of inviting quotation letter:

Regional College
Indore

Indore

fax.no.....

23 March 2020

Ref.no:

The Manager
Electronic Products Ltd
Four lane
Kolkata

Sir

Sub: Quotation for Language Laboratory.

We are interested in buying some equipments for our Language laboratory. Kindly quote your rates for the following items, giving full particulars and technical details. Please send your quotation on or before 6 April 2020. The quantity we propose to buy is indicated against each item.

| S.no. | Item | Description | Company | GST | Prize |
|-------|---------|-------------|---------|-----|-------|
| 1 | Desktop | 60 | | | |
| 2 | Printer | 2 | | | |
| 3 | Scanner | 1 | | | |
| 4. | Laptop | 2 | | | |

Please indicate the terms and conditions regarding the following details:

- ◆ Earliest delivery time
- ◆ Guarantee period, and after-sale services
- ◆ Tax inclusion
- ◆ Packing and forwarding charges
- ◆ Discount rate
- ◆ Contract terms

We look forward to hearing from you at your earliest convenience.

Yours faithfully

(Dr Kumud Sharma)
Prof and HOD of CSE

Lecture 3

(C) ORDER LETTERS

Order letters have legal significance hence buyer must give complete and accurate description of the goods he requires. One should state clearly details such as the make, the size, colour and quality of the goods. Reference to the catalogue can be made. The must clearly mention the time and place of delivery, goods required urgently must be specified in the order form. Insurance of goods is another point that should be mentioned. Terms and mode of payment should be indicated.

POINTS TO BE KEPT IN MIND BEFORE PLACING AN ORDER

To ensure that orders are handled promptly and efficiently, one should keep certain points in mind. They are –

- 1) Order letters have legal significance therefore they should be drafted carefully.
- 2) The buyer must give complete and accurate description of the goods he requires.
- 3) The quantity to be purchased should be clearly stated in the columns.
- 4) ...Terms and mode of payment should be indicated.
- 5) ...Clear instructions about packaging should be given.
- 6) The buyer must clearly mention the time and place of delivery.
- 7) ...insurance of the goods should be mentioned.

Sample Order Letter

LNCT College

Bhopal

28 March 2020

Furniture House

Hoshangabad Road

Bhopal

Sir

Subject: Supply of furniture for college.

Sir your company has always been a name to reckon with. And we enquired about the quotation from your company and we are pleased to place an order the following items of furniture for our college.

| S.no | Item | Size | Shape | Prize |
|------|----------------|------|-------|-------|
| 1 | Chairs | | | |
| 2 | Tables | | | |
| 3 | Lecture Stands | | | |
| 4 | Almirah | | | |

All the items should be sturdy and should be made of quality wood. Payment shall be made through D.D. as soon as all the items are received. Also, we expect the usual discount on total purchase.

Yours faithfully

Pramod Rathore

Store Incharge

(D)Letter of Complaint

Letters of complaint are an inescapable fact of any business. A complaint letter is an expression of dissatisfaction. However, efficient and well managed one's business may be, mistakes and errors are made. The purpose of writing a letter of complaint or claim is not to express your anger but its main motive is to find out the possible way to solve the problem so that business relations with that firm can be maintained in future. Complaint letters are written by buyers, to bring to the supplier's notice, any mistakes made during their transaction. The primary purpose is to claim compensation for the faulty transaction. The fault could be defective goods, shortage of goods, goods damaged in transit etc.

Assume that you are Karan Oberoi, the Purchase Manager of Engineering company, Greater Kailash , Delhi, 110001. Your company send order for 30 HP scanners (Model: Scannerhp 3000 C) to Vista Systems Ltd., South East Mumbai-400098 on 15 March 2020 but you received only 12 scanners. Write a letter to Brinda Mehra, GM (Sales of KPL, making the complaint and asking him to send the remaining 3 scanners.

ENGINEERING COMPANY
Greater Kailash, New Delhi, 110001
Telephone No
Fax No. 0121
www.indiengg.com

Date : 16 March 2020

Ref. No. 1/scan/30

Mr Karan Oberoi
GM (Sales)
Vista Systems Ltd
South East Mumbai

Subject – Letter of Complaint

Dear Sir

Thank you for fulfilling the order number 1/scan/15 dated 30 March 2020. But we are sorry to inform you that we have not received the total number of scanners. In the order letter, it was clearly mentioned that we require 30 HP scanners (Model: Scannerhp 2020 C). When the delivery of the goods was made, we received only 12 scanners. Infact, the company dealing with the transportation also confirmed that only 12 scanners were loaded in the truck. They also have the receipt of the same number of scanners. So I think, the problem is on your part.

Please look into the matter immediately and send the remaining 3 scanners as soon as possible.

Yours Sincerely

Karan Oberoi
Purchase Manager

Encl. Copy of order letter.

5. RESUME: - The 'Resume' literally means 'summary'. Resume is also known as Bio-data, and is a summary of one's personal and educational and professional details. It gives information about one's background, work experience, qualification and other achievements. These days, curriculum vitae or 'C.V.' is also written as the heading.

The importance of a well written resume cannot be discounted in today's world of competition. The C.V. or resume is the first impression of an applicant. Therefore, it is important that the resume be well-written with proper heading that it provides detailed information arranged in a logical sequence.

The main parts of a resume are – personal details, educational qualifications, professional qualifications, work experience, area of specialization and references.

Importance of resume in an application for a job

A resume is a summary of one's personal, educational and professional details. The importance of a well written, resume is immense especially in today's world of competition. It is the first impression of an applicant therefore, it is important that the resume be well- written with proper headings and that it provides detailed information arranged in logical order. An attractive and attention grabbing resume creates a favourable impression and in today's vast array of resumes, leaves a lasting impression. It gives an edge and added advantage to an applicant so that when he goes for the interview he is received in a more favourable frame of mind.

The use of covering letter (application letter) in a resume

The success of employment search largely depends on candidate's ability to design a persuasive resume and an effective job application.

Whenever an applicant applies for a job, he will have to draft an application letter and send it along with the resume. An application letter without resume, and, resume without application letter is incomplete. They should always be sent together. A job application letter (also called a covering letter) is written to apply for a specific position. It is a persuasive message that sells the applicant's talents to a prospective employer. It persuades the reader to believe in his/her suitability for a particular position. It is basically a self promotion instrument used by the applicant to boost his/her professional value and career prospects.

1) Write a job application letter to Mr Keshav Naik, Manager, NEXA Ltd., New Friends Colony Kolkata for the post of junior engineer with a structured resume.

APPLICATION FOR THE POST OF JUNIOR ENGINEER

C-92D-Durga Vihar
Jabalpur (M.P.)
19 March 2020

Mr. Keshav Naik
Manager
NEXA Ltd., New Friends Colony, Kolkata

Sir

Subject: **Application for the post of Junior Engineer.**

This is with reference to the advertisement in the Hindustan Times dated 20 March 2020, I wish to apply for the post of Junior Engineer lying vacant in your company. I have obtained Bachelors degree in mechanical engineering from Laxmi Narain College Bhopal and have topped throughout. I have won many certificates for excellence. I would like to work in your organization because I feel there is a lot of scope for me. I am enclosing my details for your personal. I hope you call me for an interview soon.

Thanking You
Yours Sincerely

Ravi Sharma
Encl. Resume



Group of



Mobile no.

Email id

Name

Date of Birth

Address

Resume

Career Objective

Educational Qualification

Subject of Interest

Minor Project

Major Project

Training

Achievements

Extra-Curricular Activities

Hobby

(D) Tender:

Tenders are widely advertised in newspapers, magazines, and websites etc. as notices inviting prospective sellers publicly. Quotations are sought from a few selected sellers and are essentially limited to private correspondence.

The procedure for sending tenders is also different from that of simply sending quotations. A person who submits a tender has to first of all purchase a tender form the amount of which non-refundable. After submitting it to the concerned authorities, tenders are opened in front of all those who had submitted the tenders and the tenders with the lowest rates and best quality assurance gets the job.

Tenders invited are generally for jobs that are spread over a period of time, such as construction of a road, building, bridge or flyover, bulk supply of goods, other services such as running a canteen, stationery stores etc.

Tenders are widely advertised in newspapers, magazines, websites etc. it invites prospective seller (either of goods or of services) to quote their rates for supplying goods or undertaking the provision of services as mentioned. Tenders invited are generally for jobs that are spread over a period of time, such as construction of a road, building, bridge or flyover, bulk supply of goods, other services such as running a canteen, stationery stores etc.

The qualification of the people, time and date ,cost of the tender and earnest money etc. should be mentioned.

Tender:

Prepare a tender for the construction of 35 ft for sending it to the Executive Engineer, PWD, Sagar. Assume that you are a Manager in MGM Construction Company, Satna.

MGM Builders
By pass Road, Near Bus Stand
Satna
Phone Number.
Fax No.
Website-www.mgmbuiders.com

26 March 2020

The Executive Engineer
PWD
Satna

Sir

With reference to the Notice Inviting Tender No.2/Ten/2 dated 10 March 2020 advertised in the national newspaper for the construction of 35 ft wide, our company wishes to submit the tender for the same. The details of the tender are as follows:

Estimated Cost – Rs. 25 Crore
Period of Completion of work – 7 months

I have attached the Demand Draft of the required amount as the EMD.

Our company accepts and acknowledges all terms and conditions.

Our previous experience in the similar field make us confident make us confident enough in fulfilling the above mentioned work as we are aware of the prevalent situations.

Documents Attached:

We are submitting the following documents in respect of possessing Qualifying requirements as under duly certified and stamped by his authorized signatory:

- a) Demand Draft
- b) List of Jobs undertaken with details and value meeting the above conditions.
- c) Certificates showing the Income Tax Returns of the last three years.

Yours Sincerely
Manu Mitra

Manager

What is Email ?

Email Writing : An email is the method of composing, sending, storing and receiving messages over electronic communication system. Here we have discussed, what is formal and informal email. The method for formal email has been discussed in detail here (step-wise). The students can see how to compose a formal email and practice to write following the method and **email format** given below.

Email stands for electronic mail. It is the most preferred means of communication because it is cheaper and faster.

| |
|---|
| From: Sender's email id |
| To: Recipient's email id |
| Cc: Other individuals receiving the same mail with visible ids |
| Bcc: Other individuals receiving the same mail with invisible ids |
| Subject: Title or the reason of writing mail |
| Salutation: Words like Dear, Respected, Hi etc. |
| Main body: the main content of the email <ol style="list-style-type: none"> 1. Introduction 2. Matter in detail 3. Conclusion |
| Closing: Ending Statement |
| Attachments: Attached Files with emails |
| Signature Line: Sender's name, signature, and other details of contact |

Sample

Writing a letter to inform your classmates regarding Planet 2020 Inter-college debate competition.

To: ABC

CC/BCC:

Subject: Inter-college Debate Competition.

Hello Everyone!



Group of



This is to inform you all that an inter-college debate competition is going to be held in our college on 29 March from 10:30 am in the college auditorium.

It is a rare and must seek opportunity to showcase your skills. Hence participate in the competition and make it a memorable competition.

Feel free to contact us if you have any query regarding the competition

Thanks

Co-ordinator

References

Email-Business Correspondence