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Business Letters

Unit II

For Internal Circulation and Academic Purpose Only

Programme Educational Objectives

- *Our program will create graduates who:*
- *1. Will be recognized as a creative and an enterprising team leader.*
- *2. Will be a flexible, adaptable and an ethical individual.*
- *3. Will have a holistic approach to problem solving in the dynamic business environment.*

Business Communication & Information Systems

Course Outcomes

- CO1-Given the circumstances, student manager will be able to ascertain the barriers to communication and also propose measures to overcome these barriers.
- CO2 In a given situation, student manager will be able to identify essentials parameters of effective communication and will also be able to justify the same.
- CO3 For given situation student manager should be able to draft Business letter for an organization.
- CO4 Given the circumstances, student manager will be able to draft E-mail to concerned authority/person.
- CO5 Given the circumstances, student manager will be able to gather data and make an informed decision based on it.
- CO6 Student manager will be able to identify & explain modern trends in information system.

What is a business letter ?

- A business letter is a **formal document** often sent from one company to another or from a company to its clients, employees, and stakeholders, for example. Business letters are used for professional correspondence between individuals, as well.
- Business letters are used for many important, serious types of correspondence, including reference **letters, employment verification, job offers, and more.**



Business Letters-Principles

- 'You' attitude
- Clear & concise
- Correct & complete
- Emphasize positive side
- Courteous & considerate

You Attitude

- Focus on the recipient's needs, purposes or interests instead of your own.
- Recipient oriented style is called you attitude.
- Use more of you and yours instead of I, me, mine, us, our. Ours.

- **For Example:** We are glad we can now send our tape recorders.
- You would be glad to know that your tape recorders are ready for sale.
- **You attitude is a matter of genuine empathy.**

Achieving The “You Attitude”: Four Guidelines

- Never forget that your reader is a real person.
- Avoid writing cold, impersonal letters.
- Keep the reader in the forefront of your letter.
- Be courteous and tactful.

Correctness and Completeness

- Correctness refers to concreteness or precision.
- Completeness refers to thoroughness or giving all the required details.
- Use evaluative and factual words/ phrases rather than abstract and general expressions.
- Use unambiguous words.
- Proof read your message for accuracy of spelling and grammar before sending.

Examples

- Ex- We need a large office.
- We need at least 10,000 square feet.

Positive Approach

- Avoid words with **negative implications meaning and suggestions.**
- Frame your message with words which will **not hurt or offend your readers.**
- Replace **unpleasant words** with mild terms or expressions.
- Emphasise the **positive side** of your message.
- Stress what is or what will be rather than what is not and what will not be.

Positive Approach- Examples

- **Negative**

- We never change damaged goods.

- **Positive**

- You may exchange the purchased goods provided they are in good condition.

Courtesy and Consideration

- **Original**

- Your indifferent attitude has caused a great loss.

- **Revised**

- Had you been a bit more careful, we could have avoided this 20% loss.

Phrases which can be used for courtesy and consideration

- Many thanks for your letter dated...
- Kindly respond to our request for...
- Please refer to our order dated...
- You will be pleased to know that...
- We appreciate your prompt response to our...
- We are sorry that we may not be able to grant you...

Coherence

- The topic sentence should be placed in the beginning of a paragraph so that it can give
- The gist of the whole paragraph immediately.

BUSINESS LETTER

- It is a **letter written in formal language**, used when writing from **one business organization to another**, or for correspondence between such organizations and their customers, clients and other external parties.
- They are used for **different purposes**; like placing orders, making inquiries', making credit request, requesting claims and adjustment, to apologize for a wrong or simply to convey goodwill. etc.
- Even today, they are very useful because it produces a **permanent record, they are confidential**, formal and delivers persuasive, well-considered messages.
- Style of letter depends on the relationship between the parties concerned.

The Letter Head / The Sender's Address

- Includes the company's logo / symbol / name, address, ZIP, telephone number, fax number, email address and website of the company.
- Printed at the top center/left or the right side.

- **SENDER'S ADDRESS:**

It is usually given in the letter head, but if there is none, the

- **Sender's Name,**
- **Address and Contact details can be typed.**



Reference

- Include a reference line to identify a file or case number, invoice number or any other internal identifying information, if your company requires one.
- Some companies have specific reference codes that they place either in a reference line below the date, or at the very bottom of the letter.

REF.HMT/25/2005/114

Date

- Date consists of the **date, name of the month and the year.**
- If the letter sheet includes a letterhead, type the date from 2 to 3 lines under the letterhead, else type it under the return address.
- **Never send a letter without a date.**
- The date is written in two styles.
 1. The British Method (ordinal numbers) : **4th July, 2012**
 2. The American Method (cardinal numbers) : **July 4, 2012**
- **Never write like 7-2-12 or 7/2/12** because it shows that the writer is careless or in a great hurry.

The Inside Address

- Includes the **name and address of the firm or the individual** to whom the letter is written.
- Written on the left side, beside the margin, two spaces below the date- line.
- Use **Courtesy titles** before names of the receiver such as **Mr., Mrs., Shri, Smt., Miss, Ms, Messrs, Dr, Prof., Capt., Maj., Col., Gen. etc.**
- The address can also begin with a job title or a department (if you don't know the name). For e.g. : **The Sales Manager, The Accounts Department etc.**

Subject And Receivers Reference No

- Subject is use so that the reader immediately knows what your letter is about.
- Use “**Subject**” or “**Re**”.
- Subject usually comes between Salutation and body. The receiver's references i.e. the receiver’s pervious letter number is mentioned under the heading reference.
- This will enable the receiver to easily take out a copy of his own letter from his files and understand the matter in the reply.
- e.g. **Your Reference :MBM/SD/285/05 DATED 5th oct.2005**

Salutation

- It is a compliment or greeting.
- Written beside the **left hand margin, two spaces below the Inside address** and **two lines above the body** of the letter.
- It is followed by a comma (,) or a colon (:). Salutation depends on the gender, type, number or the social status of the person addressed.

□ **Ex:** Dear Sir,

□ Dear Madam,

□ Dear Mr. John,

□ Dear Sales Manager,

□ Dear Ladies and Gentlemen,

Dear Amit Das,

Dear Nancy,

Dear Customer,

Respected Sir,

Body

- ❑ Begins two spaces below the salutation.
- ❑ Contains the message or the information to be communicated.
- ❑ Most important, lengthiest, prominent part- written in correct, appealing and impressive style.
- ❑ **Divided normally into 3 parts:**
 1. Introductory paragraph
 2. Middle paragraph
 3. Closing paragraph
- ❑ Double space between paragraphs.
- ❑ If letter exceeds one page, repeat the recipient's name, date, reference/subject line and put page number.
- ❑ **Continue your letter three lines below the heading.**

Complimentary Close

- It is written two spaces below the last line of the body.
 1. It is a polite way of saying “ Good bye”.
 2. It depends on the **tone and degree of formality**.
- **Formal:** Respectfully yours, Sincerely, Yours faithfully
- **Informal:** Cordially yours, Warm Regards, Best wishes

The Signature And Designation

- Written double space below the complimentary close.
- First comes Signature (pen written). Sign your first and last name.
- Second line - type written name.
- Third line - business title.
- The signature acts as proof.

Enclosures

- This line tells the reader to **look in the envelope for more.**
- Write **Enc./Encl./Enclosure** below the signature block.
 1. Enclosure
 2. Enclosures: 3
 3. Enclosures : Check #231 for 50,000 Rs.
 4. If you **don't enclose** anything, **skip it.**

Reference Initials

- If someone else has composed typed the letter for you, it is common for them to indicate so with initials.
- Typically it is your initials in upper case followed by the other initials in lower case.

- **SWA/KA - (*composer/typist*)**
- **SWA:KA**

Copy Notation

- When **other people are to receive a copy of the same**
- **letter**, their names are noted either by their ranks or by
- alphabetically.
- Written just below the reference initials or the enclosure whichever is last.
- Type “**cc**” before the names if sending a “carbon copy(to)” and “**pc**” for photocopy (to).

- **CC: Kartik Sharma, Ravindra Mane**

Layout

- **BLOCK**
- Each line of every part begins at the left margin.
- At least one line space between each part.
- Time saving method and beautiful to look at, also known as American style.

Layout

- **INDENT**
- New paragraphs begin about 1.5 centimeters to the right of the left margin.
- This style is also known as Hanging style.
- This method consumes a lot of time, looks shabby , therefore out of practice.

Layout

- ❑ **SEMI BLOCK/MODIFIED BLOCK**
- ❑ Some parts are typed in block method and other parts are indented.
- ❑ **Return address, date, closing and signature** start just to the right of the center of the page or may be flush with the right margin.
- ❑ Most widely followed method in our country specially in govt. offices.

1 block style

Catherine Davies
15 Qingtong Rd., 1011
Pudong New District,
Shanghai, PRC 201203

November 1, 2010

Ms. Nina Lin
Double Design
Room 205, Building 3
Lane 2498, Pudong Avenue
Shanghai, PRC

Dear Ms. Lin:

Thank you for your attention. I am writing to request an interview regarding Double Design's opening for a graphic designer.

I am a recent graduate of the Academy of Art University with a degree in Graphic Design. For the past six months I have interned with Studio Design in Shanghai, learning to apply the skills I gained in school. I would be very happy to have an opportunity to learn more about the position and the possibility of working together.

I have enclosed my resume for your reference. Please feel free to contact me for any reason at (021) 5184-3155 or over email at cath.davies@yahoo.com. Thank you again for your attention. I look forward to hearing from you.

Best regards,
Catherine Davies

Catherine Davies

Enc (1)

cc: Flora Lopez

2 modified block style

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3 indented style

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- Block Letter
- Semi Block Letter
- pay special attention to the **font**
- Times New Roman or Ariel is recommended, with a font size of 12

Good / Neutral News Letters

- **OPENING**-Mention the Best news or summarise the main idea.
- **MIDDLE**- Explanations, details, reader benefits, background.
- **END**
- Use goodwill ending.
- Positive friendly, clear statement of action desired, motivation to action, willingness to help further, appreciation.

Examples of Good/ Neutral news letters:

- Approving Credit
- Acknowledgements
- Acceptance letters
- Letters of Appreciation, Congratulations, Condolence
- Confirmations, Granting favors and other requests.
- Summaries
- Adjustments
- Transmittals
- Announcements
- Goodwill messages
- Thank your notes

Bad / Negative News Letters

- **OPENING**
- Buffer
- Begin with reader interest information.
- Agreement, Appreciation, Assurance, Compliment, Cooperation.
- Give good news (if you can grant any)



- **MIDDLE**

- Present negative element as positively as possible.
- Explanation and analysis of the circumstances.
- Decision, implied or expressed with resale and or helpful suggestions.

- **END**

- Positive, courteous, friendly, firm and forward looking ending.

Reference

- Raman Meenakshi, Singh Prakash, Business Communication, Oxford University Press, 2006
- Roy W. Poe, Rosemary T. Fruehling Business Communication- Fifth edition, paradigm Publication Inc.
- Williams, Krizan, Logan, Merrier, Communication In Business; Cengage learning.