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# Principles Of Business Writing

## Unit II

For Internal Circulation and Academic  
Purpose Only

# **PROGRAMME EDUCATIONAL OBJECTIVES: PEO**

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.

# **Getting it write: The ten most common business writing mistakes and how to avoid them**

- **Typos, poor punctuation and grammatical errors**
- **Management speak and buzz words-** ‘synergy’ and ‘high performance’. ‘Cutting edge’ or ‘innovative’ products and services are two-a-penny these days, so these words are a real turn off.
- **Forgetting the reader-**Plan and structure your document based on what the client needs.
- **Long words and elaborate phrases**

- **Complex sentences**-Write clear and straight forward sentences and avoid unnecessary punctuation, which may trip the reader up.
- **Poor planning**-Decide what information is essential, what information is desirable and what information is not necessary. Then prioritize your work in that order.
- **Failing to make an impression**-A strong introduction will grab the reader's attention; a good conclusion will leave a lasting impact. The introduction and the conclusion are the most crucial parts of any document

- **Too much text**
- **Abbreviations**
- **Being vague-**Quantify statements wherever possible. Don't make claims like, 'It is widely understood that...' Say who understands it. Specify how much money a company has made. Vague statements lack impact and are open to misinterpretation.

# Characteristics of Advance Writing

- Aims and importance
  - to convey ideas
  - To inform or to explain

## Importance

Writing reveals ones personality.

Writing represents one even in absence.

It reveals one's notion of correctness and standards of language.

It serves as record.

# Effective Writing

- **Features**
  - Directness
  - Easy to understand
- 
- **Choice of words**
  - Use words as per your needs.
  - Use adequate words to achieve your purpose

# Outline

- Main Point
- Supporting points
- Restatement

# Order of Importance

- State the most important reason first
- State the second most important reason
- State the least important reason
- Example- I recommend Mr. X for the position of H.R. Manager. He has great communication skills. He has the ability to know people's needs. He can take initiatives and manage people well.

# Chronology

- Most useful in resume
  - Accident reports
  - Instructions and directions
- 
- ✓ 2006 Graduated from Institute of Management in Finance.
  - ✓ 2008 Masters in Finance and Accounts.
  - ✓ 2009 Diploma in Company Secretaryship.

# Principles of Business Writing

- Clarity
- Courtesy
- Consideration
- Conciseness
- Cordiality

# Aim of Business Writing

- The goal of business writing is to express and not to impress.
- A good writing is such that is clear, concise and plain.

# Clarity

- Unskilled writers create foggy messages because they “ve not learnt how to communicate clearly.
- Foggy message:
- Employees have not been made sufficiently aware of the potentially adverse consequences involved regarding these chemicals.
- Clear: Warn your employees about these chemicals.

# Contd.

- **Remove**
- Unclear words
- Unfamiliar with familiar
- **Exemplify**
- **Quantify meaningfully**

# Contd.

- ✓ We grew hot and cold when the customers complained about the malfunctioning of the high priced ACs supplied by your firm.
- ✓ Will you let me know what should I do to recover my money for the ACs bought at an exorbitant price from one of your distributors notorious for supplying the branded ones? I may kindly be returned the amount incurred on buying your product.

# Clarity

- A number of many
- At your earliest possible convenience soon
- Fullest possible extent fully
- It would be unreasonable to assume I assume

# Courtesy

- You cannot meet the Director. Don't you know that he is out of station?
- Will you send me 125 geysers at the official rate?
- The Executive committee meeting is postponed.
- You must know that PAN can alone make online tax procedure easy.

# Consideration

- Your project is being returned since there are no more funds this year. Send it next year.
- Please explain why you are not making adjustments for the cracks developed in the DVD players bought from your firm last month.

# Conciseness

- Messages without flabby phrases and redundant expressions are easier to comprehend and less time consuming.
- Brevity is the soul of wit.
- Wordy expression:
  - There are three things I want you to do.
- Concise:
  - *I want you to do three things.*

# Contd.

- Improper verification procedure in the Quality Control Division has brought a sea of complaints from our customers and hence, needs an investigation without any loss of time.
- You are not the only person to have problems as regards deadlines. You should not ignore the official instructions and should submit the report in no time.

# Cordiality

- **Negative and lackadaisical attitude towards readers may cost us heavily.**
- We fail to understand what ails the progress of this firm.
- As you are not a member, we can't entertain your demands.
- Your report doesn't sound satisfactory as it is silent on many aspects.

# Optimism

- “If you pretend to be good, the world takes you very seriously. If you pretend to be bad, it doesn't. Such is the astounding stupidity of optimism”. — Oscar Wilde

# Reference

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- Roy W. Poe, Rosemary T. Fruehling Business Communication- Fifth edition, paradigm Publication Inc.
- Williams, Krizan, Logan, Merrier, Communication In Business; Cengage learning.