

**GOVERNMENT ARTS AND SCIENCE COLLEGE**

**NAGAERCOIL**

**DEPARTMENT OF COMMERCE**

**II B.COM**

**BUSINESS COMMUNICATION**

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MRS. G. SUSEELA., M.Com., M.Phil., B.Ed.,

Guest Lecturer, Department of Commerce.

# UNIT I

## INTRODUCTION

### MEANING OF COMMUNICATION

The word communication is derived from the Latin word *communis* which means common. It emphasizes on sharing common information, ideas and messages.

Communication is the act of influencing and including others to interpret an idea in the manner intended by the speaker. It is an exchange of facts, ideas, opinions or emotions by two or more persons. It is the process by which information is transmitted between individuals so that an understanding response results.

### DEFINITION

Louis A. Allen: Communication is the sum of all the things one person does when he wants to create an understanding in the mind of another. It is the bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.

According to this definition, communication is done to create an understanding from one person to another.

### IMPORTANCE OF COMMUNICATION

Communication is important because of the following reasons.

#### 1) Reference:

Business letters serve as valid records for ready reference in the day to day administration of a business house. Incoming letters and copies of outgoing letters can be properly preserved with the help of good filing methods.

#### 2) Legal evidence:

Letters are always upheld in courts of law. The legal status and nature of the relationship of the parties with regard to any particular transaction can be easily interpreted. In case of any misunderstanding these letters serve as documentary evidence in the court of law.

#### 3) Sales promotion:

Special types of sales letters create demand for new goods and thus promote goods sales. Letters have been served as essential adjuncts to creative salesmanship. A good expression and an honourable language can find their proper place only in business letters.

#### 4) Goodwill:

The reputation of a business house depends upon the quality of outgoing letters. The business letters which are effective in their approach increase friendly contact mobilize a good opinion among the customers and enhance the reputation of the business house.

### PROCESS OF COMMUNICATION

The communication process is the method by which the sender transfers information and understanding to the receiver. The process of communications is as follows:

- 1) **Sender:** The person who intends to make contact with the object of passing information or ideas to other persons is known as sender.
- 2) **Ideas:** Idea is the subject matter of communication. This might be opinions, attitudes, feelings, views, suggestions, order etc.
- 3) **Encoding:** Since the subject matter of communication is abstract and intangible, the transmission requires the use of certain symbols such as words, actions, pictures, etc. Conversion of subject matter into these symbols is the process of encoding.
- 4) **Channel :** he symbols are transmitted through certain channels such as radio, telephone etc depending upon the situation of two parties namely sender and receiver.
- 5) **Receiver:** Receiver is the person to whom message is meant for.
- 6) **Decoding:** The receiver converts the symbols received from the sender to give him meaning of message.
- 7) **Feedback:** Feedback is necessary o ensure that the receiver has received the message and understands it in the same sense.

### FUNCTIONS OF COMMUNICATION:

The chief aim of communication is to influence some action so as to promote the common welfare of a common organization. Communication can be used for any of the following functions.

**1) Information:** Every organization require information which is required to be communicated. Top level managerial personnel require a complete, accurate and precise information to plan and organize. Employees become efficient and responsible if they know well about the various aspects of an enterprise.

Information may be of external or internal. Information is normally obtained from old files, personal observation, radio, television, cinema, newspapers, periodicals, pamphlets, seminars and conferences, trade fairs and exhibitions.

**2. Action:** Action is also a kind of information. It means opinion given as to the action to be taken. Action is normally given to a person either to influence his opinion or behaviour.

**3. Order:** Order is an authoritative communication. It is absolutely necessary for any organization irrespective of its nature and size. It is a directive to a subordinate to do something. An order, to be effective, should be clear and complete, should be given in a friendly way and its execution should be possible.

**4. Suggestions:** Suggestion means proposing something for acceptance or rejection. Communication is used to convey suggestion or ideas. Effective communication promotes the acceptance and trial of good suggestion. This is because they are the persons who are actually involved in the work and have a better understanding of the shortcoming and can make useful suggestions for improvement. In big concerns, suggestions are collected at regular intervals by means of a suggestion box. Such suggestions are known as upward communication.

**5. Persuasion:** Promoting a person to act in a positive way is known as persuasion. A management try to persuade its employees to put in their best effort. Sellers persuade their customers to buy the products. Persuasion is easily done by a person who enjoys respect and confidence of those whom he wishes to persuade.

**6. Education:** Education involves imparting instruction character building, enriching mental faculties, giving training to human being etc. It aims at widening knowledge and improving skills. It is carried on at various leels of management. Education takes place by means of communication.

**7. Warning:** Warning is forceful means of communication. It may be given orally or in writing. In offices and factories, higher officials give warnings to their subordinates by issue of memos. Warning demands immediate action.

**8. Motivation:** The inducement of employees to work is known as motivation. If employees are highly motivated, they will have high morale. Motivation determines the behaviour of a person to a great extent. Employees are motivated in such a manner willingly and eagerly.

**9. Counselling:** Counselling is done by a man of great skill or knowledge on some specific subject. The person who is rendering the advice is known as counseling and he is an expert in a certain field. The person to whom the advice is given is called a counselee. The object of counseling is to make the counselee to take an independent decision.

**10. Morale boosting:** Morale refers to team spirit and co-operation of people for a common purpose. The management feels that if the morale is high, the production would be higher.

**11. Appreciation:** Praising of initiative, good effort and work by employee is known as appreciating. It

is useful for creating a good attitude. It may be conveyed orally or writing.

## **PRINCIPLES OF COMMUNICATION**

There are various guidelines for making effective communication. American Management Association has suggested the following ten commandments of good communication:

**1. Clarity in idea:** The communicator should be clear about what he wants to communicate. The idea to be transmitted may be opinions, attitudes, orders, etc. should be clear in the minds of the communicator.

**2. Purpose of communication:** Every communication has some purpose. The basic purpose of the communication is to get behavioural response from the receiver. However, the ultimate objective is to get an order accepted by the subordinate.

**3. Empathy in communication:** Empathy refers to the ability to participate in another's feelings. When communication is to be sensitive towards receiver's feelings, it is empathy.

**4. Two way communication:** Communication is a two way process. It brings two minds together. It involves a continuous dialogue between sender and receiver of the message. The sender must be sure that the message is properly received and understood by the receiver.

**5. Appropriate language:** The subject matter of communication is transmitted by decoding it into some symbols. Such symbols may be in the form of words, pictures and gestures. The language used for communication should be such which is understandable by the receiver, It is easy to use the repetitive language with which the receiver is familiar.

**6. Supporting words with action:** It is true that action speaks louder than words. While communicating the sender may use the actions to emphasise a point. The sender should see that the action what he says to others.

**7. Trust and credibility:** The subordinates obey the orders of the superior because he has demonstrated through his competence that he is worthy of trust. He must also maintain his trust and credibility. Thus any communication which is based on this trust and credibility will be followed by subordinates.

**8. Good listening:** A communicator must be a good listener too. He is not only giving chance to speak but he gathers useful information for further communication. There are some points to be

noted while listening. They are stop talking, be patient, ask questions, go easy on arguments and criticisms, put the talker at ease, etc.

**9. Quantum of communication:** The communicator should keep the quantum of communication adequate. He should not talk or write too much on aspect of little interest to the receiver. The right amount must be communicated in terms of the subject matter, medium used, etc.

**10. Communication training:** Adequate training facilities must be provided to improve skill in oral and written communications for achieving effective communication.

## **TYPES OF COMMUNICATION**

There are two types of communication. They are

- Verbal Communication
- Non-verbal Communication

### **Verbal Communication**

Verbal Communication means communication in the form of spoken words only. But in the context of types of communication, verbal communication can be in the spoken or the written form.

**Oral Communication:** Oral Communication is speedy and it offers interchange at the personal level. There can be instant questions and answers. The sender and the receiver of the message are indirect contact. If the receiver does not understand the message, he can seek and often gets a clarification at once.

Oral communication occurs in situation like conversations, telephone talk, Interviews, presentations and meetings. The following are the different forms of oral communication.

**a) Face to face conversation:** Communication is the best when it is face to face. Face to face communication carries the message better than any printed medium, Daily contact between superiors and subordinates is the most important and frequently used method of effective communication.

**b) Telephone:** Telephone talk depends entirely on the voice. It does not have the advantage of physical presence clarity of speech and skilful use of words are important.

**c) Presentation:** A presentation has a face to face setting. It is a formal, well prepared talk on a specific topic delivered to an interested audience. Visual aids are used to enhance a presentation.

**d) Public speech:** A public speech has a face to face setting but the distance between the speaker and the audience is great. The purpose of a public speech may be to entertain, to encourage and to inspire.

**e) Interview:** An interview is a meeting in which one person or a panel of persons who discuss a matter with another person who is the interviewee. The purpose is to assess, to judge whether it would be worthwhile to enter into a business relationship with the other.

**f) Meeting:** A meeting is gathering of some persons at a place. A meeting may be a private meeting or a public meeting. A private meeting is conducted for a particular group of persons. A public meeting is addressed to the public.

### **Advantages of Oral communication**

1. It is economical when compared to written communication.
2. It is more flexible and can be effectively combined with gesture and other expressions.
3. It is more effective on account of direct contact between the sender and receiver.
4. It leads to better understanding because response to the message can be obtained on the spot.
5. It is faster and saves time.

### **Disadvantages of oral communication**

1. It is not suitable in cases where the message is long and complicated.
2. It does not provide any record for future reference.
3. It is time consuming and costly.
4. It cannot be used as a communication media where people are scattered over a wide area.
5. It is wasteful when the persons involved are poor in talking skills.

### **Written Communication:**

Written communication covers entire paper work relating to all kinds of transactions, agreements, proposals etc. The main work of any office is written communication. Written communication though has a place inside the organization, it is of paramount importance in conveying messages to the external for all business transactions.

There are many forms of written communication. Of them, the letter is the most widely used form. It may be sent by different kinds of postal services-ordinary mail express delivery, quick mail delivery, registered post etc. The most important form of written communication are:

**1. Memo:** A memo is an informal message between members of an organization and generally relates to daily work. It may ask for or give information, instructions or be only a reminder. Usually memo forms provide for the exchange of short messages between individuals.

**2. Notice:** A notice is required when people within an organization have to be informed. It is the best method of mass communication.

**3. Telegram:** A telegram is used for external communication and for contacting travelling salesmen branches or employees in another place. IT is used when urgent action required.

**4. Telex:** Telex is telegraphic device. It has the facility to type out messages simultaneously on the sender's machine and the receiver's machine. Telex connections are obtained through post office.

**5. E-mail:** E-mail is a message transmitted electronically over a computer network. For the purpose of such an electronic transmission of a message, cable, telephone lines or satellites should connect the computer.

**6. Reports:** A report is a document prepared by an individual or a committee entrusted with the task of collecting information on a given subject. It requires careful research, collection of data and presentation of the findings, conclusion and recommendations.

**7. Circulars:** A circular is detailed document giving information, instruction or order on a specific matter. It has a number and date for reference and is signed by the authorized signatory of the issuing office. It is issued by Government departments and other official bodies.

**8. Minutes:** Minutes are the written record of decisions taken at a meeting. It may be written by hand or typed and pasted in a minute book or typed and filed in the minute book.

### **Advantages of written communication**

1. Written communication possesses the capacity of being stored for future reference.
2. It is more suitable for transmitting lengthy messages.
3. It also enables the communication to take place between distantly placed parties without much cost.
4. Written communication is more orderly and binding on subordinates and superiors to take suitable action.
5. Written communication provides permanent record.

### **Disadvantages of written communication**

1. It is very time consuming both in terms of preparing the message and in terms of understanding the message.
2. There is a greater chance of communication being misunderstood.
3. It is more costly in comparison to oral communication.
4. There are always chances of leakage of information.

### **Non-verbal communication**



In this type of communication, messages are relayed without the transmission of words. The messages here are wordless messages. It supplements with gestures, body language, symbols and expressions.

**Paralanguage:** This is the art of reading between the lines. The main kind of such communication is done with the tone of one's voice. Along with the tone of voice, the style of speaking, voice quality, stress, emotions or intonation serves the purpose of communication.

**Aesthetic Communication:** Art is an important means of communication. Through the paintings or other forms of art, an artist can convey the strongest messages. In the history of the world, art has been used as an effective form of nonverbal communication.

**Visual Communication:** This is communication through visual aids like drawings, placards, presentations, and illustrations etc.

## **FORMS OF COMMUNICATION:**

Based on style and purpose, there are two main categories of communication and they both bear their own characteristics. Communication types based on style and purpose are:

1. Formal Communication
2. Informal Communication

### **Formal Communication**

In formal communication, certain rules, conventions and principles are followed while communicating message.

#### **Types of Formal Communication**

##### **Upward communication**

This type of business communication is anything that comes from a subordinate to a manager or an individual up the organizational hierarchy. Messages which go from subordinates to superiors and to higher level are upward communication. In an organisation, a superior should encourage free flow of upward communication so that the subordinates feel free to transmit their opinions to their seniors.

Upward communication may take the following forms:

- Request
- Application
- Appeal

- Demand
- Representation
- Complaint
- Suggestion

### **Downward Communication**

Communication is said to be downward when it moves from the top to bottom. Downward communication is used for passing on managerial decisions, plans, policies and programmes to subordinates down the line for their understanding and implementations. It is used by the superior to convey his ideas, instruction and direction to his subordinates. Downward communication has the following objectives:

- Instructions and order
- Education and Training
- Motivation
- Raising morale
- Advice
- Counselling
- Warning
- Appreciation

### **Horizontal or lateral communication:**

A large amount of communication flows between persons of equal status in an organization. Horizontal communication can be oral or written. The quantity of horizontal communication is larger at higher levels of authority, the clerks in one department may have no direct contact with clerks in another department. But head of departments have closer contacts and the higher level managers have to be in constant consultation with one another.

### **Informal Communication (or) grapevine**

There is also a great deal of informal communication in an organization. This communication flows through informal channels and may or may not be work related. Informal communication cuts through the formal organizational structure. Most of us are familiar with the term '**grapevine**' used to describe a network of informal communication.

Grapevines are present in all organizations. In fact, in large organizations, there are many grapevines moving up, down and across departments. Grapevines flourish because communication is a natural human tendency. People who know each other in the

organization talk together informally. One thing they have in common is the organization they work for, so they talk about the happenings in the organization.

Grapevines carry two types of information: work related and people related. Employees want to know what is going on in the organization. When they are not kept informed through formal channels, they seek information from the grapevine. Likewise, they are curious about the people they work with. Grapevine carries the type of personal information not generally communicated through formal channels.

Employees get to know plans, promotions, punishments, etc, much before they are formally announced. Informality, however, reduces the uniformity of communication and sometimes false or distorted news is circulated.

Some employees consider the grapevine their main source of information. It is fast- they get information quickly and more information is given than is normally included in formal downward communications, which are often written and may originate from someone they do not know personally.

## **BARRIERS IN COMMUNICATION**

The barriers in communication may be broadly classified into three.

1. External Barriers
2. Organisational barriers
3. Personal barriers

### **External barriers:**

External barriers may affect communication on any context. Such external barriers may be in the following forms.

Semantic barriers: Semantic barriers are caused in the process of receiving or understanding of the message during the process of encoding and decoding ideas and words. These barriers arise from the linguistic capacity of the parties involved. The following are some of the semantic barriers.

- a) Badly expressed message
- b) Faulty translations
- c) Unclarified assumption
- d) Using specialist's language

### **Emotional or Psychological barriers**

Emotional or psychological barriers are the prime barriers in inter personal communication, In a communication, apart from the message, there is a meta message, that is what one gets out of a

message when decoding. In getting a meta message, the emotions of the receiver lay a vital role. The following are some emotional barriers:

- a) Premature evaluation
- b) Inattention
- c) Loss by transmission and poor retention
- d) Under reliance on the written word
- e) Distrust of Communicator
- f) Failure to communicate

## **II. Organisational barriers:**

An organization is responsible for the attainment of object. For achieving objects, there are various rules, policies, regulations and procedures. The major organizational barriers are:

- a) Organisatioal policies
- b) Organisational rules and regulations
- c) Status relationships
- d) Complexity in organization structure
- e) Organizational facilities

## **III. Personal barriers:**

As communication is an inter personal process there are a number of factors internal to the two parties- sender and receiver. Personal barriers are relevant in case of downward and upward communication.

**a) Barriers in superiors:** In communication, the role of superiors is important. In formal relationships with subordinates act as barriers in the following ways:

1. Attitude of superiors
2. Fear of challenge o authority
3. Insistence of proper channel
4. Lack of confidence in subordinates
5. Ignoring communication
6. Lack of time
7. Lack of awareness

**b) Barriers in subordinates:** There are two factors blocking communication of subordinates. They are

1. Unwillingness to communicate
2. Lack of proper incentive

### **MEASURES TO OVERCOME BARRIERS**

Following measures can be adopted in this regard:

1. The organizational policy must be clear and encourage the communication flow so that people at all levels realize the significance of communication.
2. The policy should also specify the subject matter to be communicated. The subject matter of communication should be determined by the needs of the organization.
3. In communication, through proper channel is essential for orderliness of information, it should not always be insisted upon.
4. Every person in the organization shares the responsibility of good communication. However persons at the top have social responsibility in this regard.
5. Organisation should have adequate facilities for promoting communication. Proper attention must be given to their proper and effective use.
6. The organizational climate should be modified to make it more intimate and personal. A modification in the attitude and behaviour of persons is essential for promotion of communication.
7. There should be continuous programme of evaluating the flow of communication in different directions.

### **MODERN FORMS OF COMMUNICATION**

The media which transmit signals instantly from any source to any destination in the world by modern electronic technology.

1. Telephone
2. Intercom
3. Cell Phone
4. Fax
5. e-Mail
6. e-Conferencing

7. Tele-Conferencing

8. Internet

### **Telephone**

This form of electronic communication has been around for nearly a century. It is the most useful and universal medium of oral communication with a person who is not present at the same place as the sender. The telephone instrument has evolved, over the years, into very sophisticated forms with many new facilities.

Technological advancement has made the telephone instrument so sophisticated that it is able to provide a number of services. An answering machine can take a message if you cannot answer it. Caller identity device attached to the telephone can show the number from which the incoming call is being made.

### **Intercom**

The intercom is an internal telephone system which allows communication between persons in different parts of a building. It eliminates the need for visiting another part of the office and the need for a peon to carry written notes and messages. Information can be passed quickly from one person to another in the office. Some intercom instruments have the facility to broadcast messages to the entire office over all the internal lines or a particular location on one line.

### **Cellular Phone**

Cellular phone instruments have facilities for storage of numbers, a record of missed calls (calls which were not answered), for receiving text messages, and for receiving information given by the network about the weather, about conditions on the road, and other vital news needed while traveling. The mobile has freed many managers from the confines of their offices as they can be in touch with the office from wherever they are.

It has become possible to contact persons who are traveling or are out in the open. A manager talking business on his mobile while relaxing on a beach may be a depressing sight, but then, he might not have been relaxing on the beach at all but for the mobile, which allows him to stay in touch.

### **Fax**

The facsimile machine is a device for transmitting copies of printed images over telephone lines. The machine is connected to the telephone through a modem (modulator - demodulator). The sender has to dial the receiver's fax number, insert the documents into the

machine and press the start button.

The receiving machine decrypts the signals and uses its in-built printer to produce an exact photocopy of the original page. The cost of the printout is borne by the receiver.

Fax permits the quick exchange of information and documents between offices and organization and individuals. Important decisions and instructions can be quickly conveyed to branches and other offices.

Fax is used only for documents which are not confidential. The machine puts a printout which is open and can be seen by any one. However, you can arrange (by telephone talk) to be alone with the machine, when a confidential message is being sent.

### **E-mail**

Electronic mail requires a computer, a telephone line and a modem (if a modem is not in-built in the computer). E-mail does not have incremental costs once an organization has paid the fee for network access. Besides issues of speed and cost, fax only sends a "photo" of the document, while e-mail provides the recipient with text which can be edited by using any word processing program.

*Using e-mail for conferencing:* An important capability of e-mail is its ability to create an ongoing electronic conference. It works like this: if people interested in a particular topic (like new HR practices, or women's studies or Shakespeare or anything) find that there is interest in an ongoing conference someone with a networked computer in an organization can set up and manage a "list" (using a software program like "listserv" or majordomo or mail serv).

### **Teleconferencing**

Teleconferencing can be defined in several ways but most people agree that it can be defined simply as "bringing people together without having to spend time and money on travel."

Teleconferencing is a rapidly developing technology that has changed the way companies do business.

There are three types of teleconferencing: (a) audio teleconferencing (b) audio graphics teleconferencing (c) Video teleconferencing.

Audio teleconferencing provides the interactive element of the telephone; it is the most frequently used most productive and inexpensive medium. It is also called "phone meeting"; it does not need any special equipment other than the ordinary telephone.

Audio graphics teleconferencing provides the facility to move text, computer – generated image, photographs and large files over ordinary telephone lines (like the Internet).

## **Internet**

The Internet is a worldwide collection of computer networks that co -operate with one another by using a common software standard. It conveys data through satellite links and telephone wires.

The speed of the internet has changed the way people receive information. The size, scope, and design of the Internet enable users to:

- Connect easily to an ordinary personal computer and local telephone line;
- Exchange electronic mail with friends, colleagues, customers (with internet accounts) and also attach files which are on their computer;
- Share business and research data among colleagues;
- Request and provide help with problem and questions;
- Post information for others to access, and update the information regularly;
- Publicize and market goods and services;
- Gather valuable feedback and suggestions from customers and business partners;
- Access multimedia information which includes photographic images, sounds, and video;
- Join group discussions on any subject;
- Subscribe to mail lists on topics of interest and receive views expressed by members of the group on the topic.



## Unit II

### BUSINESS CORRESPONDENCE

#### MEANING OF BUSINESS CORRESPONDENCE

Any communication in the form of the letter is correspondence. Any person related to a business expresses oneself through business correspondence. One can also ask any doubt or uncertainty through business correspondence.

A businessman writes and receives letters in his day to day life. A correspondence between two organizations or within an organization comes under this category. A letter to a supplier, complaint letters, letter of inquiry, job application letters are some of its examples.

#### IMPORTANCE OF BUSINESS CORRESPONDENCE

A business correspondence has numbers of importance. Some of the importance are as follows.

- a) **Maintains a proper relationship-** It helps in maintaining the proper relationships between the parties. Business correspondence strengthens the business. It also helps in the internal communication. It makes communication within the organization more clear and precise.
- b) **Serves as Evidence** – Any written form of communication serves as evidence. A business correspondence helps the person in a business to keep a record of all the facts. These written records will serve as evidence.
- c) **Create and Maintain Goodwill-** It helps in creating and maintaining goodwill between a business and a customer. Any letter to enquire, complaint, suggestion or feedbacks helps a company to grow and maintain goodwill.
- d) **Inexpensive and convenient-** It is a cheap and convenient form of business communication.
- e) **Formal Communication** – A business communication serves as a formal communication between two persons. It may be a seller and a buyer. It can be between an employee and the employer.

#### MECHANICS OF WRITING

**Planning a letter.** Planning is the fundamental function of a letter. It involves deciding in advance what is to be done, where and how is to be done in letter. While planning a letter, the business manager has to decide about the future aimed at achieving desired response from the receiver. It is clear the planning a letter is a rational approach to the future.

## **Importance of planning in business letter**

It is very common experience that every person plans ahead for all important matters. A trip which has not been carefully planned, may irritate the people. Every letter is written to meet a particular situation. The plan of a letter depends on the kind of situation the writer is writing for. While writing a business letter the following points must be kept in the mind of a writer.

### **1. Purpose:**

While writing a business letter, find out the main part of the writing. The main aim of writing a letter should be simply to quote a price, to collect money against an outstanding bill, to complain about defective goods, to get status information about a prospect etc. With the help of all these aims the business manager or a writer can obtain the specific results for which the letter has been written.

### **2. Secondary Aim:**

An important question arises; what is the secondary aim of writing a letter/ If the primary aim is to send quotations, the secondary aim is to get an order. If the primary aim is to register a complaint, the secondary aim would be to get an action.

### **3. Collection of Information:**

It is the duty of a writer to collect all the facts before writing a letter. He has to collect information regarding previous correspondence, knowledge of the company's policy, knowledge of the situation etc.

### **4. Dealing with situation**

It is the duty of the writer to deal with all the situations. First of all, the writer must know the person to whom he is writing the letter. The letter should also be dealt with carefully. When the situation is clear, the letter must be written in cool and easy way.

### **5. Tone of the letter:**

In the light of the situation the writer determine the tone of the letter. The tone may be complimentary, apologetic, sympathetic, friendly, persuasive, conciliatory, firm, polite etc.

### **6. Approach:**

The writer has to decide the approach. Generally, the approach can be divided into the following parts:

- a) **Direct Approach:** While writing a letter if there are no introductory remarks it means, the letter has been written in direct approach. This approach is suitable for orders, quotations, enquiries etc.
- b) **Indirect approach:** The theme of a letter is slightly unpleasant. When a person is not able to sanction a loan, he is not in a position to accept the terms the other party has asked for. In such circumstances, the writer must write a few prefatory sentences to put the other person in good humour.
- c) **Persuasive Approach:** This approach is used in sales letter.

**First draft:** There is no rigid formula for writing rough draft. The writer should concentrate on substance (ie) fullness of facts as per the planned outline. In writing the first draft, maintaining a flow of ideas is essential than choosing the exact words.

The following points are to be kept in mind by the writer while drafting the first report:

1. Keep in mind that you are writing for communicating with the target audience.
2. Keep the purpose of each chapter, section and paragraph in mind.
3. Expand the outline and put all ideas that occur on paper.
4. Do not hesitate to write in any order those sections of your total work that seem to have grown ripe in your mind.
5. Do not struggle for words and phrases. Write down something that occurs.
6. When any idea, word or phrase refuses to come to mind leave it blank. It will arise easily on revision.
7. Write different sections and major ideas on separate sheets to facilitate additions and cuttings.
8. Write on one side of the sheet leaving larger margin on the left side.
9. Leave double space between lines to provide for corrections.
10. Do not copy the tables on the text, just pin them in the appropriate places. This is necessary for avoiding recopying tables at every revision.
11. Document each borrowed idea or information- whether quoted exactly, paraphrased or summarized- by a footnote on the same page.
12. Give appropriate headings to chapter, sections and paragraphs.
13. When the first draft is completed, make sure that all research objectives have been analysed and discussed adequately, all research questions have been answered adequately and all the hypotheses have been tested adequately.
14. Ensure the correctness of facts and situations.

## **Revisions:**

The first draft should be read carefully again and again and edited thoroughly and revised. Any writing improves upon revision. In revising the first draft, the attention should be given to form language, readability, clarity and lucidity. With an open and critical mind the researcher must correct, carve, cut add and polish. The following points may be kept in mind.

1. Keep in mind the requirements of a research report.
2. Fill in the blanks with appropriate ideas, words or phrases.
3. Reorganize ideas wherever necessary.
4. Eliminate gaps in continuity and unclear statements.
5. Replace inappropriate words by exact and apt words.
6. Omit needless words and expressions such as “as a matter of fact”, owing to the fact that ...” etc.
7. Simplify sentences and improve their effectiveness.
8. Cut off repetitions by giving cross referenes.
9. Improve the readability and clarity of the writing.
10. Correct the spelling and grammatical errors.
11. Make a critical evaluation of the draft as if you are evaluating another writer’s draft.

## **Final Report:**

The final stage of the work consists of

- a) Adding the following (1) Title page, (2) Acknowledgements, (3) Table of contents, (4) List of tables and charts (5) Bibliography and (6) Appendices and
- b) The final editing of the revised and completed report.

## **ESSENTIALS OF GOOD BUSINESS LETTERS**

A good business letter should contain the following qualities.

### **1) Correct language:**

Good composition is invaluable in commercial correspondence. A personal meet can be substituted by a good letter written in good language. A letter must have a good start to create an impression on the reader.

## **2) Clarity:**

The primary quality of a good letter is that it should be clear to both the parties. The receiver should immediately understand what the sender has conveyed in the letter. The letter should be properly punctuated, sequenced and well organized.

## **3) Conciseness:**

The letter should be brief. A businessman has no time to go through long letters. Therefore, the letter must be concise.

## **4) Courtesy:**

The tone of the letter should always be polite. If a businessman writes a polite letter, he does not lose anything.

## **5) Convincing:**

The letter written should convince the other party that the facts stated therein are correct. If a new product is to be introduced in the market, the letter should indicate that the firm has manufactured the product after years of research, the quality has been approved by the Indian Standard Institute. The copy of the approval letter from the Institute should be enclosed to convince the customer about the correctness of the statement.

## **6) Accuracy:**

A good letter is always written correctly and is always in correct form. The letter must be free from mistakes, errors of punctuation, misspellings, grammatical incorrectness etc.

## **7. Completeness:**

The businessman should see that the draft reply contains complete information asked for in the letter to which reply is to be sent. The letter should be correctly numbered, properly dated and duly signed before it is issued.

## **8. Consideration:**

While drafting a letter, a businessman should know the feelings of the receiver and anticipate his reactions. The successful letter will naturally concentrate on the interest of the receiver and take into account his problems. Consideration comes from courtesy.

## **9. Concreteness:**

Concreteness means giving the maximum possible information consisting of facts and figures, correlated information, suggestions etc. The idea or information written in the letter must be concrete in nature,

## **10. Cheerfulness:**

A businessman should not approach any matter in a negative manner. He should always start writing with a positive approach.

## **FORM AND STRUCTURE OF A BUSINESS LETTER**

The structure of a business letter refers to the proper arrangement of the various parts or the different elements of a business letter. The layout of business letters has been almost standardized in modern practice. In order to ensure clarity and convenience, a business letter should consist of the following parts.

### **1) Heading:**

Heading indicates the name of the writer or his firm, place, telegraphic address, telephone number and any reference number to be quoted in case of reply. The name of the firm is written in block letters at the centre. If the business firm is located in a city the door number and the name of the street should be written.

The name and address are usually centred at the top of the page, though sometimes the address is given in the right hand corner below the name. The telephone number, the telegraphic address, the name of the code used etc. appear either in the left hand or the right hand top corner. The heading printed at the top of the letter paper is called the letter head.

HINDUSTAN LEVER LIMITED

Hindustan Lever House

Mumbai – 400 001.

Post Box No. 101

Telephone: 2246251

### **2. Date**

The date consists of the actual date, name of month and year of writing the letter date is written in three ways:

- a) English style – 3<sup>rd</sup> January 2020

- b) American style – January 3, 2020
- c) Oxford University press style – 3 January 2020

### **3. Inside Address:**

Inside address consists of the name and address of the firm and is placed at the left margin a few spaces below the date line. The inside address can be written either in indented form or the blocked form as shown below.

Indented Form

Messres. S. Chand & Co.,

35, Anna Salai,

Chennai.

Blocked form

Messres. S. Chand & Co.,

35, Anna Salai,

Chennai

### **4. Salutation:**

The salutation is the counterpart of greetings like good morning, good day etc. in social life. It is written about three spaces below the last line of the inside address.

The usual forms of salutation are:

Sir, Dear Sir, Gentlemen, Dear customer/Dear Reader.

### **5. Subject heading**

It is a general practice to state at the head of letters just after salutation, the subject of the letter. This helps the reader.

- a) To know immediately what the letter is about.
- b) To connect the letter with previous correspondence if any.
- c) To pass it on quickly to the concerned department for immediate action.
- d) To trace a subject through the files easily.

The subject heading is written below the salutation.

## **6. Body of the letter**

Body of the letter is the most important part of the letter. This is the part which contains message to be communicated by the writer of letter to the recipient. The body of the business letter usually consists of the following three parts.

### **a) The opening paragraph**

The opening paragraph serves as an introduction to the message.

### **b) Main part:**

The main part of the letter may consists of one paragraph if the letter deal with a single topic and of more aragraphs if it deals with several matters.

### **c) Closing paragraph:**

The closing paragraph should serve as the finishing touch to the letter.. Following are the few examples preferred in modern business letters.

- a) Thank you very much
- b) I shall be glad to hear from you soon.
- c) Your orders will receive our prompt attention.

## **7. Complementary close**

The complementary close of a business letter, like the salutation is conventional in form and meaning. It is a kind of formal leave taking(good bye).Complementary close are as follows.

Yours faithfully, Yours truly, Yours sincerely.

## **8. Signature and seal:**

The name of the person who signs the letter should always be written in clear and legible hand writing. The signature should be below the complementary close.

Yours faithfully,

For Vignesh Traders,

Proprietor.



## **9. Identity marks:**

The initials of the persons who has dictated the letter and that of the stenotypist should be written near the left hand margin below the signature, to indicate the name of the dictator and the typist.

**10. Enclosures:** If any document like a cheque, copy of letter, a bill or a statement of account is enclosed the fact must be indicated below the identity marks. This is done by adding the word enclosure or its abbreviation Encl.

## **11. Copy with compliments to :**

“Copy with compliments to” is typed on the left hand side of the letter two spaces below the enclosures. It gives the list of the parties to whom the copy of the letter is sent.

## **12. Post script:**

When the information to be conveyed comes to hand after the letter has been completed, post script is used. It requires the signature of the writer to avoid the possibility of any mischief.

## **13. Mailing notation:**

When an executive wishes that the letter be mailed by registered post, the notation “BY REGISTERED POST’ should be typed midway between the date and the first line of the inside address.

## **LAYOUT AND DESIGN OF A BUSINESS LETTER:**

The over all arrangement and appearance of the different parts of a letter is called lay out. It refers to the arrangement neatness and spacing of the various parts of a finished letter.

### **1. Arrangement of a letter proper on paper:**

The body of the letter is expected to start two spaces below the salutation and end two spaces above complementary close. The body should be aligned on the right hand side.

### **2. Margin**

The right hand and left hand margins should be of equal width. The margin should not be less than an inch width. The margin on the sides should be two third as wide as those at the top and the bottom in order to see that the letter looks well placed.

### **3. Spacing:**

It is better to use single spacing between the lines and double spacing between the paragraphs. If the letter is short, double spacing may be used throughout the letter.

### **4. Forms of indentation:**

The following are the forms in which letters are typed and indented

#### **a) Block or straight edge form:**

At present, straight edged form is the most popular form. The introductory address salutation and body paragraphs are aligned right from the left hand margin.

#### **b) Indented or stepped in form:**

In stepped form, the inside address is indented and the first line of each paragraph being away from the margin.

#### **c) Semi block or combination form:**

This form of layout is a combination of the block and indented forms.

## **BUSINESS LETTERS**

### **TRADE ENQUIRIES AND REPLIES:**

Enquiries are merely request for information, Traders send letters of enquiry when a) the goods they require are of a kind which they do not regularly buy and therefore they do not know the current prices. B) they want to buy goods at the most advantageous terms c) they want to discover better sources of supply and d) they wish to tap new lines of business.

**In writing a letter of enquiry the following points should be remembered.**

#### **1, Description of goods:**

By writing detailed classification, chance of getting undesirable goods can be avoided. If enquiry is made on the basis of catalogue, number assigned to each item may be given in lieu of the details.

#### **2. Price, time and place of delivery**

In the letter of enquiry, price, time and place of delivery should be stated.

### **3. Terms of payment:**

As the goods are to be purchased for the first time, the buyer should enquire whether the goods will be supplied on cash or credit. If it is on credit, the buyer should give reference to enable the seller to enquire the status of the buyer.

### **4. Other Charges:**

When the buyer orders a large quantity of goods, the seller may allow him discount or commission. Hence the buyer must enquire the rate of discount allowable by the seller.

### **Replies to enquiries:**

Replies to enquires are of three kinds

- a) A letter answering the enquiry and referring the catalogue or samples sent
- b) A letter containing a quotation within itself
- c) A letter containing a quotation on a separate sheet or form.

If the enquiry letter sought information about goods, the reply will be annexed with a catalogue.

### **The following are the hints on drafting replies to letter of enquiry.**

1. Prompt attention should be given to the letter of enquiry as it is an opportunity for extending the business.
2. After thanking the writer, commence the letter quoting the date of letter of enquiry and reference number if any.
3. If possible, some sales talk may be included in the reply letter.
- 4) When there is an offer or discount or special concessions in the practice, quote the period for which the offer is open.
- 5) If catalogue is sent in a separate cover, mention the fact in the reply.
- 6) When it is not possible to supply the article enquired and when a substitute is available, you may offer the substitute with tact and confidence.
- 7) Finally, it is to be stated that you are willing to provide service and supply further information if needed.

**Letter No. 1 Request for catalogue**

**SWISS INDIAN WATCH COMPANY**

14, Station Road

Nagpur-400002

20<sup>th</sup> June 2020

Eastern Watch Company

9, Wallace Street,

Mumbai-400001.

Dear sir,

Please send us a copy of your latest catalogue and price list and let us know best terms for wholesale buyers.

Yours faithfully,

Swiss India Watch Company

**Letter No.2 Reply to letter No.1**

**EASTERN WATCH COMPANY**

9, Wallace Street,

Mumbai-400001

24<sup>th</sup> June 2020

Swiss India Watch Company,

Nagpur-440002.

Dear Sir,

We thank you for your letter dated 20<sup>th</sup> June and have pleasure in sending you under separate cover a copy of the latest catalogue and price list.

We wish to inform you that we are the makers of 'Eastern' quality watches specially designed for use in India. Our prices are subject to a trade discount of 15%. When your annual purchases exceed Rs.50,000/- we shall allow you and additional commission of 3%.

We trust that you will be able to take advantage of these terms.

Yours faithfully,

Eastern Watch Company

**Letter No.3 Letter of Enquiry**

**SEEMA QUICK FOOD COMPANY**

26, Industrial Estate,

Bangalore-560005

15<sup>th</sup> June 2020

M/s. ABC Food Products LTd.,

28, Balamore Road,

Nagercoil-692002.

Dear Sir,

We are interested in stocking substantial quantities of various items of food products manufactured by your company all over Bangalore. We have onsiderable experience in the business products for the past ten years. In this connection, we shall be obliged if you could offer a quotation for

1. Sambar powder packets (100gms) – 1000 Packets
2. Chillies powder packets (100gms) – 1000 Packets
3. Turmeric powder packets (100gms) – 1000 Packets

These are our initial requirements and these will be followed by larger orders, provided your prices are competitive and terms attractive. Kindly let us know your terms of payment, whether you would extend credit facilities and also the mode of delivery goods.

We assure you that an order will follow immediately if your terms are satisfactory.

Yours faithfully,

For Seema Quick Food Company.

**Letter No:4 Reply to letter No.3**

**ABC FOOD PRODUCTS LTD**

28, Balamore Road,

Nagercoil-629002

20<sup>th</sup> June 2020

M/s. Seema Quick Food Company,

26, Industrial Estate,

Bangalore-560005.

Dear Sirs,

We thank for the kind enquiry for large quantities of our quick food products. We enclose a catalogue and price list of our ready to use products for your kind perusal and reference. The discounts indicated against each of them is the normal one we offer to our customers. Since you wish to buy larger quantities, we wish to extend to you a further discount of 6% on the total value of your purchases.

We shall allow credit facilities on the basis of reference you furnish for your credit worthiness. Otherwise, our terms are cash on delivery.

We trust you will kindly favour us with a bulk order of items enquired. We assure you of our best and prompt attention at all times.

Yours faithfully,

For ABC Food Products Ltd.,

**QUOTATION**

A Quotation is a business offer made by a seller to an interested buyer to sell certain goods at specific prices and on certain terms and conditions.

**Basic principles of a quotation**

1. It is reply by the seller to the prospective buyer.
2. The quotation letter should be prepared carefully by the seller.
3. It should contain information on all points mentioned in the enquiry letter.

4. The seller should sent the best possible quotation so that it induces the buyer to place an order because it is the basis on which the interested buyer decides whether to buy or not.
5. The quotation must be clear, courteous and concise.

### **Contents of Quotation**

1. An authorization to the seller.
2. An accurate description of goods.
3. Catalogue number if ordering out of it.
4. Details about quality of goods offered for sale.
5. Details about quantity of goods offered for sale.
6. Type of quotation.
7. Sale price per unit of the commodity.
8. Term of payment like cash or credit, trade discount, cash discount and other allowances if any.
9. Time, mode and place of delivery.
10. Details of duties, Octroi, etc., payable.
11. Details of packing, labeling, insurance, etc.
12. Net price payable.
13. E. and O.E. (errors and omissions expected)

### **SAMPLE QUOTATION LETTER**

**S.A. COMPUTER SOLUTIONS INDIA PVT. LTD.,**

Vijayashanthi Complex,

Chennai.

15<sup>th</sup> May 2020

To

The Manager,

Purchase Division,

Dhaka Communications,

Bangalore-25.

Dear sir,

Sub: Terms and Quotation for “20 computer sets”

With reference to the subject cited above and further to your enquiry on the 14<sup>th</sup> May 2020, we are glad to enclose the following quotations of 20 computer sets.

Item	Quantity	Description	Unit Price
1.	20	Processor: Intel Core i34130	Rs. ---
2.	20	Monitor: LG 22MP56HQ	Rs----
3.	20	RAM : 4 GB DDR3	Rs. -----
4.	20	Graphics card: AMD R7 250X 1GB DDRS	Rs. ----
5.	20	Power supply unit: Corsair VS. 450	Rs. ---
6.	20	500 GB Internal storage drive	Rs. ----
7.	20	Wireless adapter	Rs. ----
8.	20	Microsoft windows 10 professional x64	Rs. ----

We will feel happy to give further information you need in this regard and trust that you call on us to fill your order. We assure our prompt and careful attention.

Yours faithfully,

### **ORDER LETTER:**

An order letter, also known as a purchase order, begins the paper trail of a specific purchase. The objective is to provide the vendor with detailed instructions for fulfilling an order. It also serves as a legal record of the transaction and consequently should be written with care.

Through order letter, the potential buyers request the suppliers to deliver goods to them. In modern time, printed order blanks or purchase order forms supplied by the seller are typically used for placing orders.

The business man writing a letter for ordering the goods should furnish the following particulars.

1. Quality
2. Quantity
3. Packing
4. Price and terms of payment
5. Mode of transport
6. Time and place of delivery



## 7. Insurance

### **Execution of an order:**

Every order should be immediately executed. A letter advising the execution of an order usually contains.

- a) A reference to the date and number of the order.
- b) An expression of thanks for the order.
- c) An intimation about its execution
- d) Intimation about the date of dispatch of goods and mode of transport.
- e) A statement of the amount of invoice.
- f) An indication of the manner in which the seller intends to recover the amount of invoice.
- g) A solicitation of further orders.

### **Refusal of order:**

A businessman have to refuse an order under unavoidable circumstances like.

- a) An order directly received from a retailer of particular locality, where a retail selling agency has already been granted to a dealer of the locality.
- b) Unsound financial position of the customer and
- c) Sudden bankruptcy of the customer.

### **Cancellation of Order:**

An order already placed may have to be cancelled under certain unforeseen circumstances provided.

- a) The order is not a recent one
- b) The dealer has not yet despatched the goods.

### **Sample Order Letter**

## **STUDENTS BOOK STORES**

5, Bus Stand,  
Tirunelveli – 627 001.  
30<sup>th</sup> June 2020.

M/S S. Chand & Co.,  
Ram Nagar,

New Delhi – 110 005.

Dear Sir,

We request you to supply the following books:

- |                              |   |                         |
|------------------------------|---|-------------------------|
| 1. Advanced Accountancy      | – | M.C.Shukhla 100 copies  |
| 2. Mercantile Law            | – | M.C.Shukhla 50 copies   |
| 3. Principles of Company Law | – | B.N.Tandon 50 copies    |
| 4. Cost Accounting           | – | R.S.N.Pillai 100 copies |
| 5. Marketing                 | - | R.S.N.Pillai 100 copies |

We request you to allow us usual discount and despatch by passenger train so as to reach us not later than 15th July 2020.

We trust you will give this order your prompt attention.

Yours faithfully,

For Students

Book Stores.

### **Claims and adjustments**

When the goods are delivered, the buyer examines them to find out whether they correspond to the order. If everything is correct, he need not acknowledge the receipt of goods. if any discrepancy is discovered, he must immediately write a letter of complaint and bring it to the notice of the notice of the supplier.

The following are the occasions where letters of complaint are drafted.

1. Delay in execution of the order.
2. The inferiority of the goods supplied.
3. Wrong goods supplied.
4. Shortage of supplied goods.
5. Damage to the goods supplied and
6. Incivility of shop or office staff.

**Hints on the writing of letters of complaint:** It is not easy to write a complaint letter in a satisfactory manner. This is because the complainant is generally in an angry mood. If this

mood is reflected in his letter, it becomes rude and discourteous. Such a letter will defeat the purpose for which it is written. So, drafting successful letters of the complaint requires much care and skill.

The following are the hints of writing them:

1. **Complaint letter must be genuine:** Before making a complaint, make it sure that the complaint must be of genuine nature. False statements should not be made. Vague letters carry any purpose.
2. **Complaint letter must be courteous:** A complaint letter must be of courteous language and give respect to the reader. A letter of friendly nature will fetch co-operation from the reader and facilitate speedy and sincere correction.
3. **Complaint letter must be complete:** A complaint letter must convey the full information to the reader. A clear reference to the order in which the complaint enables the reader to take a quick action.
4. **Complaint letter must possess concrete request for redress:** The contents of the letter must be true and unchangeable. Suggestions of the writer as to what the reader should do should be stated clearly.
5. **Replies to complaint letters:** Replies to complaint letters are called adjustment letters. They require the most skillful handling as they have not only to satisfy the customers but also to safeguard the interests of the writer. Hence while writing such letters, the businessman should-
  - a) be very careful and tactful.
  - b) fully investigate the matter complained and appreciate the feelings of the complainant before giving any reply and
  - c) plan the letter in such a way so as to retain his goodwill.

Adjustment letters can be classified into the following types: a) letters that apologies for the error b) letters that grant adjustment c) letters that refuse adjustment and d) letters that offer a compromise.

1. Answer the complaint promptly. Delay in doing so is likely to increase the customer's annoyance.
2. Begin the reply to the complainant by thanking him for his letter and apologizing for the trouble caused to him.
3. Don't show any discourtesy even though the complaint is unjustifiable.
4. Think that the buyer is always right.
5. Give due importance to the feelings of the customer.

6. Never treat any complaint indifferently.
7. If the complaint is due to some misunderstanding of the customer, suggest that he was hasty in judgement.
8. If the complaint is unjust, the letter refusing adjustment should contain a clear and frank statement of facts.
9. If the customer's letter is abusive, do not pay him back in the same coin.

**A letter for complaining the dispatch of defective books.**

**KOMALA STORES**

A.P . Road,  
Nagercoil-629001.  
12<sup>th</sup> July 2020

M/s. Kalyani Publishers,  
23, Daryaganj,  
New Delhi-110002.

Dear Sir,

We thank you for the despatch of ten copies of Cost Accounting by S.P. Jain & K.L. Narang, in response to our order. On going through the books, pages number 49 to 72 (24 pages) are missing in a book and another copy is badly damaged. We presume that this may be due to a mistake by one of your Packers.

Please let us know whether we can return these two copies so that you may replace two complete copies.

Yours  
faithfully,  
For Komala Stores.

**Reply to letter No: 1**

**KALYANI PUBLISHERS**

23, Daryaganj,  
New Delhi-110002.  
19<sup>th</sup> July 2020

Dear Sirs,

We thank you for your letter dated 12<sup>th</sup> July 2020 and we are sorry to know that you have

received two copies of damaged Cost Accounting books.

We request you kindly return the damaged books and replace them immediately with great pleasure.

We feel very sorry for the inconvenience caused to you. However, we assure you that such mistakes will not be repeated in future. We shall, of course, bear the postage both ways.

Yours  
faithfully

**Letter complaining damage of goods in transit**

**VASUKI STORES**

18, North Veli Street,

Madurai – 625 001.

24<sup>th</sup> Aug 2020

M/s. Rajesh & Sons,

14, Tank street,

Chennai-60013.

Dear Sir,

We thank you for your consignment of 50 boxes of –Suganthi Hair Oil against our order dated 10<sup>th</sup> Aug‘09. We regret to inform you that two boxes containing 100 bottles each were found to be in a damaged condition. On a careful consideration, it was found that the boxes were not carefully packed. We feel that the bottles were damaged in transit.

We request you to replace the damaged bottles at your earliest.

Yours faithfully

For Vasuki Stores

**Reply to above complaint refusing the claim**

**RAJESH & SONS**

14, Tank street,

Chennai-60013.

28<sup>th</sup> Aug 2020

M/s. Vasuki Stores,  
18, North Veli Street,  
Madurai – 625 001.

Dear Sir,

Thank you very much for your letter dated 24<sup>th</sup> Aug. 2009. We feel sorry to note that a part of our consignment of our Suganthi Hair Oil was received in damaged condition.

We regret to inform you that we are not in a position to replace the goods damaged in transit because - a) the goods were sold at exwarehouse and hence no liability for damage can rest upon us.

b) We have specialists to supervise the work of packing department and every pack in dispatched after thorough inspection.

c) Our packing department certify that the boxes were in perfect condition when they were delivered to transport agents.

In view of these facts, we plead our inability to help you in any way. Our policy has always to carry out the instructions of our customers without any deviation. Hence we assure that we have certainly done our best to carry out your instructions.

We trust that you will have no cause for complaint against us in future.

Yours faithfully,

Rajesh & Sons.

**A letter of complaint about delay in the dispatch of goods.**

**AMARCHAND TRADING COMPANY**

58, Church Road,  
New Delhi-110002,

20<sup>th</sup> Sept. 2020

M/s. Willaims Ltd.,  
4/20 Gateway,  
Mumbai-400015.

Dear Sirs,

With reference to our letter dated 1<sup>st</sup> Sept 2008 for the supply of woolen clothes, we regret to inform you that there is an inordinate delay on your part.

Since the winter is drawing up, we wish to stock woolen clothes. From the first week of the next month, the customers will usually be visiting the shop for the purchase of woolen clothes. Unless the woolen clothes are supplied to us immediately, we have no other way to cancel the order.

We hope that you will do the needful in fulfilling the order at an earlier date.

Yours faithfully,

For Amarchand Trading Company

**A letter of adjustment explaining delay in delivery**

**WILLIAMS LTD**

4/20, Gateway,

Mumbai-400015.

23<sup>rd</sup> sep 2020

M/s. Amarchand Trading Company,

58, Church Road,

New Delhi-110002.

Dear Sirs,

We thank you for your letter dated 20<sup>th</sup> Sept 08. We sent a telegram today to you as follows.

**GOODS    DESPATCHED    YESTERDAY    REGRET  
DELAY**

We are extremely sorry for the delay. As two skilled labourers were on leave for the last ten days we are unable to deliver the goods in time. We appreciate your patience. We hope that you will accept our sincere apologies for the delay.

We are confident that you will continue the same friendly relationship in the future also.

Yours

faithfully,

**For Williams Ltd.**

**Letter of complaint against defective goods**

**KAISNATH & SONS**

19, Janpath,

New Delhi – 110005

17<sup>th</sup> August 2020

M/s. Krisp Biscuit Company,

77, Besant Nagar,

Chennai-600025.

Dear Sir,

Ref: Our order No: KS/A10 dated 2<sup>nd</sup> Aug 09

We are sorry to point out that one of our esteemed customers returned a box containing 12 dozens of -krisp mary biscuits as its contents are unfit for consumption. The defect may be due to defective packing and consequent damage in transit.

We trust that this will not occur again. We shall be glad if you will make immediate arrangements to give us credit for their value.

Thank you,

yours faithfully,

Kaisnath & Sons.

**A LETTER GRANTING CLAIM**

**KRISP BISCUIT COMPANY**

77, Besant Nagar,

Chennai-600025

24<sup>th</sup> Aug 2020

M/s. Kasinath & Sons,

19, Janpath,

New Deli – 110005

Dear Sir



Thanking you for our letter dated 17<sup>th</sup> Aug 2009. We regret that a box of KRISP MARY BISCUITS' was found damaged and its contents were unfit for consumption. We have credited you with Rs.1172/- as per your request. We sincerely appreciate your line of action not allowing any unwanted things. The defect was due to the carelessness of one of our Packers who is now kept under suspension pending enquiry.

We assure you that we will take every precaution to avoid such things in future.

Yours faithfully

For Krisp Bisuit Company.

## **COLLECTION LETTERS**

A collection letter is also called a DUN. A dun is a special notice sent to draw the immediate and special attention of the debtor. So, collection letter refers to series of letters written again and again for settlement of the account.

Collecting payments is the most difficult part of the business. Good organizations understand the importance of making payments on time and the goodwill it creates for them. There are instances of companies paying up as soon as an amount becomes payable. Unfortunately, the number of defaulters is higher. Therefore, one has to learn to be persistent in pursuing them.

Collection letters must be written cautiously. One may not even write a letter in the first instance, but choose to make a telephone call to urge the other party to pay up. Alternatively, it may be sufficient to send another copy of the statement of account showing arrears of payment. It is good to remember that the buyer may have a legitimate ground for delay. Therefore, it will be tactless and imprudent to write the first collection letter in an angry tone. If the defaulting party does not pay up despite a reminder, a firmer tone may be adopted in subsequent letters:

Generally, collection letters are written in a series because.

- i. A person takes a proposed or desired action only when he is reminded often.
- ii. There is scope for increasing the pressure.
- iii. It enables the writer to try several approaches, and
- iv. It is better to give the customer a long rope to hang himself with it.

The various methods of collecting overdue accounts may be telephone calls, personal

calls, correspondence, telegram, drawing a bill of exchange and by outside pressure. Of the above methods, the most common collection method is by correspondence for the following reasons.

- a. **It is economical:** Collection letter is less expensive than that of personal calls. The reason is that a single call does not ordinarily result in the recovery of a debt.
- b. **It is confidential:** The collection letter is more confidential than that of any other method. The reason is that only the writer and the recipient of the letter know its contents.
- c. **It is a clear, permanent and authentic record:** A letter is a written record in the hands of both the firm and its debtor. It can neither be denied by the firm nor interpreted in an unauthorized manner by the debtor.

**The general routine of the collection of overdue accounts is as follows.**

**a. Casual reminder**

The debtor is sent a copy of the statement of account with a remark below the statement pointing out the date on which the account fell due. This is termed as a casual reminder.

**b. Apologetic reminder**

When there is no reply from the customer, the second statement of account is sent stating that the account has not been overlooked or that it has not reached the customer and requesting him to pay the amount. The debtor's failure to pay so far may have been either intentional or through oversight. If it is intentional, firm action can be taken later. If it is through oversight, it is unwise to use harsh language.

**c. Limiting date reminder**

If the first two communications remain unanswered, a third letter asking for payment of the amount firmly is needed. The letter may point out the advisability of prompt payment and fix the date by which the amount should be paid.

**d. Last resort**

When there is no response even for the third reminder, the creditor makes a final appeal to the debtor to pay his debt or take the consequences of a legal action. The creditor uses every possible arrangement to induce the debtor to clear his debt.

**Hints on writing of collection letters**

1. **Be courteous but firm:** The writing of collection letters requires great tact and skill on the part of the writer. If collection letter is soft, it is treated lightly by the debtor. If it is sharp, it may make the debtor to pay the amount. So the writer should avoid the extreme of excessively sharp and soft language.
2. **Be friendly:** The writer should create an impression that he is ready to help the debtor. His letter must suggest good opinion of him. His letters to all debtors should be of friendly nature. This will help the customers to stick in business with the writer.
3. **Be resourceful:** If the debtor does not have enough business experience, the writer can give him sound advice and suggest how to clear his doubt.
4. **Appeal to the self-interest of the customer:** Psychologists say that self-interest strongly affects human behavior. It is better to tell the customer that it is to his advantage to keep his credit good.
5. **Appeal to the debtor's sense of fairness:** The writer should not write lengthy letters.
6. **Appeal to the debtor's sense of high credit rating:** The latter should be an appeal to debtor's credit standing which he should be anxious to maintain a high level to his ultimate success in business.
7. **Help the debtor if possible:** It is to the advantage of a trader to invite his debtor to enquire the reason for the arrear. After knowing his difficulty, he can help him to get over it.
8. **Adjust the letter to his customer:** There are different kinds of customers: a) honest b) dishonest c) negligent d) misery and e)aggrieved. The style of the letter will vary according to the character of debtors.

### **Replies to collection letters**

A trader is often unable to pay his debts by the due date for the various reasons. Whatever be the reason for his inability to pay, he should answer promptly. His replies should explain frankly the circumstances which prevent him from paying his amount. He may ask for an extension of time for payment. In any case, his letter should reveal his sincere desire to pay his debt at the earliest possible moment.

### **Form letters**

Form letters are copies of model letters prepared for the purpose of dealing with recurring causes of delay in the payment of accounts. They usually constitute a series and are sent out to default customers at certain intervals. They save much of the time of the busy credit manager.

### **Collection stunts**

When a debtor does not make any reply, clever tricks are sometimes played to induce them to answer such letters are called stunt letters. Such letters may be written asking for wrong amounts or for the fulfillment of wrong terms. These are likely to induce the debtor to reply in the form of protest. Once a reply is received, further steps can be taken.

**The first letter enclosing a statement of an account.**

**SWISS INDIAN WATCH COMPANY**

90, Dr. D.N. Road,  
Mumbai-40001.  
1<sup>st</sup> March 2020

M/s. Madurai Watch Company,  
37, East Veli Street,  
Madurai-625001.

Dear Sirs

We enclose a statement of the account up to 28<sup>th</sup> February 2020. You will see that there is a balance of Rs.7500/- (Rupees Seven Thousand and Five Hundred only) in our favour.

We request your earlier settlement of the account.

Yours faithfully

Encl: Statement of account.

**Specimen Statement of  
account SWISS INDIA  
WATCH COMPANY**

Date	Particulars	Dr.	Cr.
01.04.08	To balance b/d	1250	
18.04.08	To bill No.121	6850	
20.05.08	By D/D		5000
10.07.08	To Bill No.178	3250	

15.09.08	To Bill No.212	2950	
20.10.08	By D/D		3000
12.12.08	To Bill No.247	7200	
30.12.08	By D/D		6000
28.02.09	By balance C/d		7500
		21500	21500

An early remittance will oblige us.

**The second letter enclosing a duplicate statement of account  
SWISS INDIAN WATCH COMPANY**

90, Dr. D.N. Road,  
Mumbai-40001.  
16<sup>th</sup> March 2020

M/s. Madurai Watch Company,  
37, East Veli Street,  
Madurai-625001.

Dear Sir

We wrote to you on 1<sup>st</sup> March calling your attention to the account referred to above. As we have had no reply from you so far, we presume that our letter has probably not reached you. So we enclose a duplicate statement of account and request you to give it your early attention.

Yours  
faithfully  
Swiss India Watch Company.

Encl: Duplicate statement of account

The third letter fixing a date for payment.

**SWISS INDIAN WATCH COMPANY**

90, Dr. D.N. Road,  
Mumbai-40001.  
2<sup>nd</sup> April 2020

M/s. Madurai Watch Company,  
37, East Veli Street,  
Madurai-625001.

Dear Sir

We are surprised to find that you have taken no notice of our letter of 1<sup>st</sup> March and 16<sup>th</sup> March requesting the settlement of the above account. As it is now very much overdue, we insist on its payment by 10<sup>th</sup> April at the latest.

Yours faithfully,

#### **Fourth letter threatening legal proceedings**

#### **SWISS INDIAN WATCH COMPANY**

90, Dr. D.N. Road,  
Mumbai-40001.  
2<sup>nd</sup> April 2020

M/s. Madurai Watch Company,  
37, East Veli Street,  
Madurai-625001.

Dear Sirs,

We regret to find that we have not yet received any reply to our previous three letters. So we are left with no alternative but to demand an immediate payment of the amount due to us.

If you are unable to remit the amount on or before 2<sup>nd</sup> May 2009, we shall be obliged to entrust the matter to our lawyer. We shall give him instruction to take necessary steps to recover the amount. We hope that you will not compel us to take that unpleasant step.

Yours faithfully,  
Swiss India Watch Company,

#### **CIRCULAR LETTERS**

A circular letter is a communication meant to convey the same information to customers, business friends, shareholders, debenture holders, employees etc., it contains the same subject matter and is written to give the same information.

The circular letters are generally duplicated, printed or lithographed. They are sometimes very formal and are therefore not addressed personally to the recipient. When the circular letters are printed and if the letter has been typed especially for the addresses, it would appeal to the recipients. If a personal touch is given by typing the address of the recipient and is signed by the sender, it would appeal to the egoism of the addressee. In such a case, the correspondent thinks as if the letters have been sent to him. Such a step will depend upon the circumstances of each particular case.

Where hundreds of circular have to be sent, it may not be possible for the sender to sign each on of these letters. When the signature is printed, a different colour may be given to get an impression that, it has been signed. The circular letter should be worded as to inspire confidence. It should be pleasant and comprehensive.

### **Occasions for writing circular letters:**

Businessmen issue circular letters on many occasions. The following are the occasions on which circular letters are generally written.

#### **1. Establishment of new business**

A circular letter announcing the establishment of a new business usually contains information on the following points.

- a. The name of the firm, its address and the nature of its business
- b. The date of establishment
- c. The qualifications of the proprietor or manager, his knowledge of the trade business experience etc.
- d. The capital at the disposal of the proprietor
- e. The quality of the goods offered and the fairness of the prices charged and
- f. Reference to the proprietor's specimen signature.

#### **2. Admission of a partner**

A partner may be admitted either on account of the expansion of business or on account of his need for more capital. As the admission of a partner brings about a change in the constitution of the business the fact has to be intimated to the outsiders. This is done by means of a circular letter. Such a circular letter states the name of the new partner and the date on which the date on which he has been admitted. It may give the reasons for his admission, his experience, ability and the capital that he brings with him. It invites the attention of customers signature given at the end of the letter.

### **3. Removal of business of new premises**

When a trader moves to new premises, he may announce this customer by means of a circular letter. The following are the hints of such a letter.

- a. If the new premises are more spacious or within easier reach of the customers, the fact should be emphasized in an appropriate language.
- b. The address of the new premises should be clearly indicated.
- c. if the transfer of the business to new premises is likely to result in a delay in the execution of orders, it is advisable to inform the customers about this.

### **4. Death or retirement of partner**

When a partner dies, the fact should be intimated through a circular letter. In it, the writer announces the fact with regret and acknowledges the services rendered to the business by the deceased. If he wants to continue to trade under the same style or if the name of the firm is to be changed, this is pointed out in the circular letter.

In a letter announcing the retirement of a partner, the writer regrets losing the services of the retiring partner. In some cases, it is advisable to state the reason for his retirement. If the retiring partner withdraws his capital, this is mentioned in the letter.

### **5. Conversion of partnership into a limited company**

The following are the advantages of converting partnership into a limited company.

- a. the liability of members is limited to the extent of the value of shares held by them.
- b. a company can raise more capital than a firm
- c. a company has perpetual succession.

In a letter intimating such conversion, the customers should be given assurance that their needs will receive the same attention as in the past.

### **6. Granting power of attorney**

When the power of attorney is granted to a person, his specimen signature is to be sent to customers. The letter stating power of attorney may give a reason for granting power of attorney.

### **7. Obtaining an agency**

When a trader obtains the agency for a product, he has to take steps to make the fact



known. This may be done by advertising it in the press and by sending suitable circular letters. Such letters generally refer to the excellence of the product and fairness of price in relation to its quality. Such letters are really sales letters and the principles underlying the writing of sales letters apply to them.

## **8. Clearance sales**

Businessmen generally make clearance sales known to the public by means of the advertisements in newspapers or by posters and handbills. They announce them by means of circular letters also. The following are the advantages over an advertisement.

- a. A letter can be addressed to a selected number of persons.
- b. A product can be explained more elaborately in a letter.
- c. A letter may be kept by the recipient in his file for future reference.

In the circular letters, the writer points out the nature and date of sale and refers to some of its most attractive features. He recommends an early visit to his shop so that customers may see personally the high quality of products offered for sale. In the end, he assures them of the genuineness of the sale.

The following are the advantages of circular letters

1. A large number of copies can be early printed and posted in one day.
2. Circular letters are comparatively less expensive
3. They await patiently the leisure of the person whom the business house seeks to influence
4. They inspire the confidence of readers.

### **Specimen Letters**

#### **Establishment of a new business**

##### **ARUNA STORES**

##### **Grocers and Provision merchants**

33, Saranya Nagar,

Tirunelveli-11

13<sup>th</sup> March 2020

.....

.....

Dear Sir

We are pleased to inform you that we are opening a grocery and provision store on Monday the 28<sup>th</sup> March 2020 at the above address.

The stores will be in charge of Mr. S. Arun who was formerly the manager of Nilgris super market, T.Nagar, Chennai. His experience will assist us selecting the best quality goods and in running the business on the most efficient lines.

We have enough capital at our disposal which will enable us to keep a varied stock. This will make it possible for us to buy in bulk and sell at reasonable prices.

We request you to give us a trial order in order to test the quality and fairness of their prices. We are confident that you will be satisfied with the result.

Yours faithfully

Aruna Stores

**Admission of a new partner**

**RAJA GOPAL**  
TimberMerchant

29, Main Road,

Tirunelveli-11

17<sup>th</sup> March 2020

To

.....

.....

Dear Sirs,

I am pleased to inform you that I have admitted Mr. S. Kannan as a partner today to expand my business. This business will henceforth be run under the style of

**RAJAKANNAN**

Mr. Kannan has been working as a salesman in a reputed timber mart in Trivandrum for the

last twenty years. He is thoroughly conversant with all the details of this trade. Besides, he brings Rs.1,50,000 as capital into the business. His admission will enable the firm to expand the business to areas so far untouched.

My sincere thanks for your past favours and hope that you will continue the same in future also.

yours faithfully

Raja Gopal

**Shifting of factory to new premises**

**SIVAKASI PAINTS**

34, Perianna Mudali Street,

Chennai-600001

15<sup>th</sup> Jan 2020

To

.....

.....

Dear Sir

We are pleased to inform you that the continued expansion of business has necessitated the shifting of our factory to more spacious premises at 26, LINGESAN STREET, KRISHNAMOORTHY NAGAR, CHENNAI 600 118 from 20<sup>th</sup> of this month.

Our new factory has been completed remodeled and considerably enlarged by the addition of new and costly machines. We are now in a position to execute orders more speedily.

The shifting of machinery to the new premises and its installation is likely to take some time. We hope to be able to resume normal working by the end of this month.

We await your esteemed orders at our new address.

Yours faithfully,

Sivakasi Paints.

**Retirement of a partner**

**RAMMOHAN & CO.,**

**Commission Agents**

249, Ramnad Road,

Madurai-625009,

20<sup>th</sup> Jan 2020

To

.....

.....

Dear Sir

We are sorry to inform you of the retirement of our senior partner Mr. Mohan on account of old age and continued ill health. Mr. Mohan was one of the founders of the firm and it is a great loss for losing the assistance and guidance of such an able businessman.

On account of Mr. Mohan's ill health for the last six months, his work in the firm had been completely taken over by our young and energetic partner Mr. Suresh. We are sure that we shall be able to continue to serve you to your complete satisfaction.

We like to point out that our resource will not suffer by the withdrawal of Mr. Kannan's share of capital. The remaining partners have made an additional contribution.

We hope that we shall have the pleasure of executing your new orders.

Yours faithfully

Ram Mohan & Co.

**Conversion of firm into a limited company**

**RAMLAL SHARMA & COMPANY**

9, M.K. Road,

Mumbai-400001

17<sup>th</sup> Jan 2020

To

.....

.....

Dear Sir

We are pleased to inform you that we have decided to convert our firm into a private limited company. The name and style of the new company which will come into existence from 1<sup>st</sup> Feb will be

**RAMLAL & SHARMA PRIVATE LTD.,**

We assure all our customers that so far as their interests are concerned the change will be only in name. The personal relationship that has existed between them and the firm will be maintained.

Yours faithfully

Ramlal Sharma & Company

### **Obtaining of an agency**

#### **SREE GANESH STORES**

39, Town Hall Road,

Madurai-625001

7<sup>th</sup> July 2020.

To

.....

.....

Dear Sir

We are pleased to inform you that we have been entrusted with the marketing of Mysore sandalwood soap throughout Madurai District.

This toilet soap needs very little introduction. It is a product of Karnataka Government Soap Factory and is accepted as one of the best toilet soaps manufactured in India. We herewith enclose price list and a trade discount of 10% is allowed when the purchases exceeds Rs.1000/-

We hope that you will be pleased to place your bulk orders with us. We have always aimed at supplying best quality goods and once again offer you high-grade goods on the most convenient and attractive terms.

Yours faithfully

Sree Ganesh stores

**Introduction of new line of goods**

**EAST INDIA WATCH COMPANY**

149, Jansi Rani Road,

New Delhi-110055

17<sup>th</sup> August 2020

To

.....

.....

Dear Sirs

We have much pleasure in informing you that we are now in a position to satisfy the general demand for a cheaper line of V.Guard watches by introducing into the market. These watches are reliable and are built on the usual high-grade standard.

A few copies of the leaflet describing the series are enclosed herewith. The sale of V guard watches is governed by the same rules and regulations applicable to our other watches.

We hope that this new line will bring a boost in sales and that you will co-operate with us to our mutual advantage.

Yours faithfully

East India Watch Company

**Clearance Sales**

**CALCUTTA CLOTH CENTRE**

381, N.S.C. Nose Road,

Calcutta-700001

15<sup>th</sup> April 2020

To

.....  
.....

Dear Sir

With a view to providing for new stock for the coming winter season, we have decided to effect a clearance sale of our present stock of winter coats, caps, shoes, bed sheets etc.,

We enclose a copy to our catalogue containing the original and the reduced prices. You will see that prices have been marked down as low as 50% in winter coats, hats, and nylon socks.

The sale will remain open for only ten days and please visit early to purchase the best at reduced rates.

Yours faithfully  
Calcutta Cloth Company

## **SALES LETTER**

A sales letter is a letter written with a view to effect the sale of merchandise or service. Every letter that goes out of the firm is a sales letter because every business letter aims at an opportunity to sell a product. To a certain extent, the salesman is substituted with sales letters. The reason is that both the salesman and sales letters are to push up sales.

A Sales letter usually consists of three parts.

1. The Introductory paragraph
2. The Body of the letter
3. The closing paragraph

## **SALES LETTER**

16th March, 2020.

**From:**

S.Sangeetha pawar,  
Beauty Herbals Limited,  
General Market,  
Mumbai.

**To:**

The General Manager,  
PPKK Beauty Clinic,  
Delhi.

Dear Madam,

We are introducing our new product with great pride and pleasure 'Fair and Beauty Lotion' to you. It is one of the best beauties making products available in the market today. It is famous product in many overseas market. We are providing this to you at very low cost. Our claims are only based on different feed backs received from various clients and not based on self- judgment.

We humbly request you to try this item in your centres and we assure you that you would be in a great pleasure with the results. Our Senior Sales men would be ready to keep in touch with you to describe you more about our product.

Thanking You,

Sincerely,

Sangeetha powar,  
Vise President - Sales



## UNIT III

### JOB RELATED COMMUNICATION

#### JOB APPLICATION

Applications are commonly invited for posts that fall vacant in a business or government office. Applications help the employer to get particulars about the applicant and assess his or her qualifications and personality. A letter of application is like a sales letter, because through letters, the applicant tries to sell his service. Writing an application to seek employment is not an easy task. Only a good letter alone can induce the employer to grant an interview. Therefore the letter should follow the AIDA (Attention, Interest, Desire, Achievement) formula.

#### **Purposes of an application letter**

An application letter serves the following purposes.

1. Applications help the employer to get particulars about the applicant and assess his or her capabilities.
2. They serve as the vehicle for the applicant to reveal his qualifications and personality.
3. Applications serve as medium of sale of one's abilities to the right employer.

#### **Types of applications:**

Applications can be classified into two groups.

1. Solicited Applications
2. Unsolicited Applications

#### **Solicited Applications**

Solicited Applications are those sent in responses to advertisements in newspapers and journals and the other.

#### **Unsolicited Applications:**

Unsolicited applications are those written and sent even when there is no advertisement.

Points to be considered while drafting an application

1. The applications should be typed neatly on good paper.

2. The applicant must exude his confidence that he would be capable of doing effectively the job for which he applies.
3. The applicants should apply for a position for which he feels that he is fit or is fully qualified.
4. Application letter should be written with great care, courtesy and precision.

### **Elements and structure of application or contents of the letter of applications**

A letter of application contains the following parts:

- 1) Name and address of the applicant and date
- 2) Name and address of the prospective employer
- 3) Salutation
- 4) Introductory paragraph
- 5) Body of letter
- 6) Concluding paragraph
- 7) Signature
- 8) Enclosures

#### **1. Name and address of the applicant and date**

A letter of application begins with the address of the applicant. The applicant's name and address must be written at the left hand top corner of the paper. While writing name and address, it should begin with the word "from". The date is written on the right hand top corner of the letter.

Example:

05-06-2020

From

Mr. ABC

12, South Street,

Ram Nagar,

Tirunelveli-66

#### **2. Name and address of the prospective employer**

The name and address of the prospective employer are written below the address of the applicant. That is, they must be written above the salutation. It is inside address of the letter.

To

The Personnel Manager,

XYZ ltd,

Tirunelveli-45.

### **3. Salutation**

Salutation is also known as greeting. It is written on the left hand side of the paper but below the inside address. Salutation is written in the form of “Sir” or “sirs” on the left hand side of the letter. Heads of the business firms, the use of ‘Dear sir’ is preferable.

### **4. Introductory paragraph:**

In an introductory paragraph the applicant should state whether he sends the application in response to an advertisement or at the suggestion of some one or on his own initiative. Application may begin with one or other of the following forms:

1. I wish to apply for the post of Lecturer in commerce in your college advertised in “Indian Express” dated 5<sup>th</sup> June 2020.
2. I would like to apply for the post of Lecturer in commerce in your college advertised in “The Hindu” of 5<sup>th</sup> June 2008.

### **5. Body of the Letter:**

The body of the application letter contains the principal events in the life of the applicant. The applicant must express them as briefly as possible. It contains brief explanation of the curriculum vitae of the applicant. Hence, the following points are to be considered while drafting the body of the application letter:

- 1) Educational qualifications, experience and general ability, of the applicant must be stated briefly.
- 2) Previous experience if any, then the period of service, name and address of the previous employer should be stated.

### **6. Concluding paragraph:**

The application letter must contain a concluding paragraph. It is the letter to conclude the application letter with a request for an interview. The concluding paragraph may contain one of the following sentences.

1. I assure you of earnest and enthusiastic work. If I am appointed, I promise to give the utmost satisfaction to my superiors.
2. If I am granted an interview, I can convince you of my ability and sincerity and hope that you will be favourably impressed.

### **7. Complimentary close:**

This is the phrase of courtesy, respect, or endearment written in a separate line at the foot of the letter, on the right hand side above the signature. This is a mere convention.

Various forms of complimentary closes like 'yours faithfully', Yours sincerely, yours truly are in usage.

### **8. Signature**

The applicant must put his signature below the complimentary close and more to the right. The signature must be in ink.

### **9. Enclosures:**

If anything is to be attached to a letter, it is usual to indicate the fact at the bottom (left) of the letter. Application fees, Xerox copies of certificates and documents if sent may be shown in the enclosure reference. If a single document is enclosed, then it may be written in short form as "Enclo". If more than one document is enclosed, then it may be written in short form as "Enclos"

### **Models of Application Letter:**

#### **Application for the post of Accountant**

From

Mr. S. Surrender M.Com., PGDCA., ICWA

Plot No. 35, Saranya Nagar,

Tirunelveli – 11.

To

The General Manager,

Ram & Company Ltd.,

Beasant Nagar.

Chennai.

Sir,

Sub: Application for the post of Accountant reg.

Ref : Your advertisement in "The Hindu" dated 5 June 2020

In response to your advertisement in "The Hindu" dated 5 June 2020, inviting applications for the post of Accountant, I wish to submit my application for the above post.

I took my M.Com degree in 2010 in National College, Tiruchirappalli, securing V rank from Bharathidasan University.

I did my PGDCA diploma in 2006 from NIIT scoring 90%.

I also completed my Graduate ICWA in 2012 from the ICWAI.

Now I am working as an accountant in Babusi & ompany, Chennai. I shall assure you that I shall work to be best of your satisfaction, if appointed. I shall be glad to come for interview when convenient to you.

Thanking you.

Tirunelveli.

13.6.2020

**Letter of Interview**

Yours faithfully,

S. Surender.

**SULTHANA & SONS**

32, sivan West Car Street,

Madurai-625025

March 21, 2020

To

Mr. S. Muthuraj,

S.K.Puram,

Tirunelveli-11.

Sir,

Sub: Vacancy for sales manager reg.

In reply to your application dated February 12, 2020 for the post of sales manager, you are requested to attend an interview on March 25, 2020 at 10 a.m. for an interview.

You are requested to bring your testimonials and certificates with you.

No travelling allowance is admissible for the interview.

Thanking you.

Yours faithfully,

For Sulthana & sons,

Managing director.

**Letter intimating the appointment**

**SULTHANA & SONS**

32, sivan West Car Street,

Madurai-625025

March 21, 2020

To

Mr. S. Muthuraj,

S.K.Puram,

Tirunelveli-11.

Sir,

Sub: Appointment order reg.

Ref : Your application dated the February 12,2020 for the post of sales manager.

We are glad to inform you that you have been selected for the post of sales manager. You are requested to contact Mr. M. Raj Kumar on or before April 30, 2020 who will brief you about your duties and responsibilities.

1. The post is a permanent one with a probationary period of months after which your services will be confirmed, subject to satisfactory performance.
2. Your basic salary will be Rs. 10000/0 with yearly increments of Rs.300/-
3. You are entitle to all other benefits, leaves, etc. as per our company rules and regulations after the initial probationary period is over.
4. Upon confirm, you will be eleigible for 25 days of privilege leave and 12 days of casual leave for each year of completed service.
5. One month notice on either side is required in case of resignation or termination of services.

We wish you best of success.

Yors faithfully,

For Sulthana & sons,

Managing director.

## **CURRICULUM VITAE (C.V)**

The word curriculum vitae are derived from the Latin words which mean course of life. It is a summary of Qualifications and intended career path. It is a summary of the candidate's Qualifications and experience. It provides no detailed insight in the capabilities of the prospective applicant.

### **Resume Building:**

Resume is a statement showing the name of the applicant, his age, qualifications, experience, reference, etc. Some institutions have their own prescribed forms designed to their needs. The prescribed application form has to be completed by the applicants and send back to the institution.

A resume is a one to two page summary of skills, accomplishments and education written to capture the attention of the reader. Its basic purpose is to secure an interview. The positive quality about a resume is that it helps the applicant to sell his traits by providing pertinent and unique details, which are necessary for the job. The resume will add to or subtract the score of the candidate. A candidate must pay proper attention to the writing of a resume.

### **Points to be considered while writing a resume:**

1. The resume should be in the first persons.
2. The resume should not include any salutation.
3. The resume should maintain the sequence of information.
4. The resume should be divided into small paragraphs. Each important point must be narrated in a separate paragraph.
5. The resume should be exact, precise, and factual.
6. The resume should be coherent, logically developed and properly concluded.
7. After the concluding paragraph the candidate must put down his full name.

### **CONTENTS OF RESUME:**

A resume should contain the following information

#### **1. Name:**

The full, legal name should be written. It is normally centred on the page. The style to be followed for writing the name should be first name, middle name, surname.

- a) Address of the applicant
- b) Age and Date of Birth

#### **2. Career Objective or career Goal**

The career objective or goal should be related directly to the job for which the applicant is applying. Details to be included in the career objective are

- h) The tenure of the position the applicant is seeking
- i) The job title
- j) The field in which the candidate wish to work.

#### **3. Educational Qualifications:**

If the candidate has certain professional Qualifications, that will help to secure the job very easily. Professional Qualification should be stated prior to educational Qualifications. The name of the institute, degree and marks should be stated. At the time of writing the educational Qualification, the manner of formatting should be consistent.



#### **4. Experience:**

If the applicant has work experience then it should be stated after reference to academic qualifications. It may include the following points:

- i) Date and year
- ii) Name of the organization
- iii) Job title
- iv) Responsibilities held
- v) Salary drawn

#### **5. Activities and Awards:**

The applicant has to state the activities in which he has participated and the awards that have been won by the candidate.

#### **6. References:**

The only tool available with an organization to check the character and conduct of a candidate is the references he provides.

#### **7. Hobbies**

In this part the applicant should give his or her habits specially reading the books, music, drawing, painting etc.

#### **8. Signature**

Lastly the applicant put the signature.

Model Resume:

#### **RESUME**

1. Name : G. Suseela
2. Designation : Guest Lecturer in Commerce
3. Place of working : Government Arts and Science College, Nagercoil.
4. Father's Name : R. Ganesan
5. Age and Date of Birth : 40, 19-06-1980
6. Educational Qualification : M.Com., B.Ed., M.Phil.,

<b>Qualification</b>	<b>Institution/University</b>	<b>Year</b>	<b>Grade</b>
B.Com	Arignar Anna College, Aralvaimozhi	2000	II Class
M.Com	Holy Cross College, Nagercoil	2011	I Class
B.Ed	Women's University college of education, Kodaikanal	2012	I Class
M.Phil	Holy Cross College, Nagercoil	2013	I Class with distinction

7. Date of Appointment : 16-03-2018
8. Teaching Experience : 3 Years
9. Address for Communication : Saranya Nagar, Nagercoil.
10. Articles published : 4

#### Declaration

I hereby declared that the above information are true with my knowledge.

G. SUSEELA

## UNIT IV

### ATTENDING THE INTERVIEWS

#### INTERVIEW

Interview is a face to face dialogue between the interviewer and the prospective employee (interviewee) for determining the ability of the applicant for the job and of the job for the applicant. An interview is an attempt to get the maximum information from a candidate. It is a sort of an oral examination. It is concerning his suitability for the job under consideration. Expected information is family background, training, educational, and other qualifications, personality, aptitude, interest and skills.

#### DEFINITION

According to Jucious Michael, “an interview is a face to face, oral, observataion and personnel appraisal method. It is a means of getting information from the interviewee.”

#### Characteristics of an interview or Nature of Interview

##### 1. Face to Face:

The interview is a face to face talk. Interview is to be conducted face to face, and the physical presence of both is required. There is a primary relationship between the individuals. It is a meeting between the employer and the interviewee.

##### 2. Oral:

There can be no interview which is written or symbolic and only our ability to express what we think is more predominant, though we have other skills. It onstists of verbal responses between two persons or between several persons. It is a sort of conversation with a purpose.

##### 3. Observational

The interviewer observes the activities of interviewee. That is, why they call it as “Interview”. Each and every reaction of the candidate is observed. A trained interviewer is a good observer, who could give reasons for disqualifying the applicants.

##### 4. Personal Appraisal:

Evaluation of the suitability of the candidate, from how he behaves, answers and deliberates before the interviewer.

##### 5. Aim:

The aim of the employer is to get a suitable employee who can carry on in his concern and the aim of the employee is get a suitable job in a concern.

## **TYPES OF INTERVIEWS:**

### **Type of Interviews**

1. Formal and Informal Interview.
2. Structured or Patterned and Un-structured or Non-directed Interview.
3. Stress Interview
4. Group Interview
5. Depth Interview
6. Panel or Board Interview
7. Exit Interview
8. Walk-in-Interview.

#### **1. Formal Interview and Informal Interview:**

It is a planned and well-arranged interview. It is conducted in a formal atmosphere in a fixed venue, time and through a panel of interviewers. All the formalities and procedures are followed in this type of interview. Even questions to be asked are decided well in advance.

Informal Interview:

It is an un-planned and un-scheduled interview and may take place anywhere. Venue and time is not fixed. Questions are not prepared well in advance. Whenever staff is required, this kind of interview is conducted by asking simple questions like name, age, qualification birth place etc., if candidates approach employer.

#### **2. Structured or Patterned Interview and Un-Structured or Non-Directed Interview:**

It is a fully planned interview and questions to be asked are already structured well in advance on the basis of an analysis of job specification. The time to be allowed to each candidate and the information to be collected is also predefined. The interviewer is carefully selected and he has no or little scope for deviation. Thus, a standardized pattern is adopted to conduct the interview.

#### **Un-Structured or Non-Directed Interview:**

It is an UN-planned and unstructured interview where questions to be asked, time to be allowed and response to be collected are not thought in advance. Broad general questions are asked to the candidate and candidate is allowed to speak his mind freely without any restrictions. Therefore, better assessment of candidate becomes possible.

### **3. Stress Interview:**

It is a deliberate attempt to create tension and pressure to observe how an applicant responds under stress and strain. Interviewer puts the candidate by putting him under stress and strain by interrupting the applicant from answering, criticizing his opinion, asking questions in rapid succession and keeping silent for unduly long period of time etc. This kind of interview is conducted just to find out how a candidate behaves in stressful situation.

### **4. Group Interview:**

In this type of interview, group of individuals are interviewed. For this purpose, a problem is given to a group of candidates for discussion. The candidates are carefully observed as to who will lead the group, who is active, who is in-active, who will dominate and who will keep silence. Actions and reactions of the members in the group are also observed and potential candidate is selected.

### **5. Depth Interview:**

Depth interview is conducted to test the candidates in depth knowledge in a special area of interest and to get true picture of the candidate in such area or subject. Experts in the concerned area of subject ask the question to test the candidate's capacity in the concerned subject. Thus, candidate is examined thoroughly before he is selected for a particular post.

### **6. Panel or Board Interview:**

It is an interview conducted by a panel or group of interviewers. Panels of experts interview each candidate, judge each candidate's performance and prepare the list of candidates in order of merit. Here group judgment is involved in the selection of candidates as it seeks to pool the collective judgment of several interviewers.

### **7. Exit Interview:**

Exit interview is conducted for those who leave or quit the organization. The main purpose of conducting this interview is to know the feelings of the outgoing employees towards organization, fellow workers, policy and rules of the organization and also to know the reason for quitting the job so that any defect associated with the organization can be rectified.

### **8. Walk-in-interview:**

Recently many companies have started to hold walk-in-interview. Here candidates are to appear for interview directly without sending their application in advance. At the time of interview candidates are asked to submit application and testimonials in support of their qualification.

Questions are asked in the area of candidate's specialization in accordance with job requirement.

### **Preparation for Attending the Interview:**

#### **Practice good nonverbal communication**

It's about demonstrating confidence: standing straight, making eye contact and connecting with a firm handshake. That first nonverbal impression can be a great beginning or quick ending to your interview.

#### **Dress for the job or company**

Today's casual dress codes do not give you permission to dress as "they" do when you interview. It is important to know what to wear to an interview and to be well-groomed. Whether you wear a suit or something less formal depends on the company culture and the position you are seeking. If possible, call to find out about the company dress code before the interview.

#### **Listen**

From the very beginning of the interview, your interviewer is giving you information, either directly or indirectly. If you are not hearing it, you are missing a major opportunity. Good communication skills include listening and letting the person know you heard what was said. Observe your interviewer, and match that style and pace.

#### **Don't talk too much**

Telling the interviewer more than he needs to know could be a fatal mistake. When you have not prepared ahead of time, you may ramble when answering interview questions, sometimes talking yourself right out of the job. Prepare for the interview by reading through the job posting, matching your skills with the position's requirements and relating only that information.

#### **Don't be too familiar**

The interview is a professional meeting to discuss about business. This is not about making a new friend. Your level of familiarity should mimic the interviewer's demeanour. It is important to bring energy and enthusiasm to the interview and to ask questions, but do not overstep your place as candidate looking for a job.

#### **Use appropriate language**

It's a given that you should use professional language during the interview. Be aware of any inappropriate slang words or references to age, race, religion, politics, or sexual orientation—these topics could send you out the door very quickly.

## **Don't be cocky**

Attitude plays a key role in your interview success. There is a fine balance between confidence, professionalism, and modesty. Even if you're putting on a performance to demonstrate your ability, overconfidence is as bad, if not worse, as being too reserved.

## **Take care to answer the questions**

When interviewers ask for an example of a time when you did something, they are asking behavioural interview questions, which are designed to elicit a sample of your past behaviour. If you fail to relate a specific example, you not only don't answer the question, but you also miss an opportunity to prove your ability and talk about your skills.

## **Ask questions**

When asked if they have any questions, most candidates answer, "No." Wrong answer. Part of knowing how to interview is being ready to ask questions that demonstrate an interest in what goes on in the company. Asking questions also gives you the opportunity to find out if this is the right place for you. The best questions come from listening to what you're asked during the interview and asking for additional information.

## **Don't appear desperate**

When you interview with the "please, please hire me" approach, you appear desperate and less confident. Reflect the three Cs during the interview: cool, calm, and confident.

## **Before the interview**

### **1. Company information**

The most important step is to read and research the company you are interviewing for. Go through the company website, blog, and social media pages to assess its products, services, and client-base. Also, read recent press releases for insight on projected growth and stability. Review the organization's background and mission statement and take down some numbers like revenue, strength, offices, etc.

### **1. About the interviewer**

If you know the interviewer's name already, research about him/her. Visit his/her profile on LinkedIn and find out whether the person is an HR professional or a Technical Manager. Prepare for the interview accordingly.

### **2. Evaluate job description**

The recruiter puts the effort into mentioning a detailed job description for a reason. They are looking for someone who perfectly complements the job profile and role. So, make a good effort to go through the job description so that you are aware of the expectations the company has for the position.

### **3. Fit in skills and qualities**

While you analyse the job description, outline the knowledge, skills, and abilities required. Examine the hierarchy and determine where the position fits within the organization. Analyse what the employer is seeking concerning your qualifications. Tweak your resume accordingly.

### **4. Make a list of questions**

As per the company background and job role, make a list of questions you can expect to be thrown at you. Research answers to these questions via the company website, social media pages, company news, etc.

### **5. Mock interview**

Find a friend or a family member and hand them down the list of questions you prepared. Ask them to play the role of an interviewer. Practice answering all the questions on the list. You can also record your answers to analyze them further.

### **6. Organise documents**

Keep two copies of all the important documents such as your resume, cover letter, degrees, mark sheets, identity proofs, photographs, etc., ready. Also, check if the recruiter has asked you to bring any other thing like a laptop, notebook, etc. to the interview. Organise all the documents neatly in a folder.

### **7. Check your social presence**

Your social media profiles are capable of providing a glimpse of your personality. A recruiter would generally check your social media presence before or after interviewing you. Thus, it is a wise idea to improve your public profiles. Also, type your name on Google and see how you appear on the search engine.

### **8. Interview dress**

Choose a formal outfit for the interview. If you are not sure about the colour, wear black formal trousers and a crisp shirt, preferably in white, blue, pastel, or nude shades. Both men and women can go for this combination. Pair your attire with a mild deodorant or perfume, a pair of black formal shoes, clean socks, and a black belt. Make sure that your overall appearance is neat and clean. Most importantly, beam with confidence all along and wear a smile.

### **2. Check directions**

Check the distance of the venue a day before. Decide beforehand how you would like to commute and plan your timing accordingly.

### **3. Sleep and eat well**

A night before the interview, sleep well for at least 6 to 7 hours. Eat something an hour before the interview so that you have the energy and patience to sit through it. Carry a bottle of



water or juice along to keep yourself hydrated.

## **During the interview**

### **1. Timing**

It is best to arrive 20-25 minutes before prior to the interview time. It will give you time to relax. You can also use the time to check yourself in the mirror and freshen up before the process starts.

### **2. Interview body language**

While waiting for your turn, sit properly and maintain a good body posture. Be polite to the guards, receptionists, and other candidates. Keep a smile on your face. In the interview room, sit and answer questions confidently. Be firm, yet polite. In case you do not know an answer, be honest about it and pass on to the question. Keep your statements crisp, short and precise.

### **3. Questions for interviewer**

It is most likely that the interviewer will end the interview with the question – “Do you have any questions for me?” Use this opportunity to ask smart questions about the company, position, and culture.

### **4. Ending the interview**

At the end of the interview, shake the interviewer’s hand and thank for him or/her.

## **After the interview**

### **1. Analyze the interview**

It is one of the most important exercises to do post an interview. Sit down for a few minutes and write down the questions that you were asked during the interview. Furthermore, assess your responses to these questions and make points of things that you forgot to mention or would have said in a better way. This will help you prepare better for future interviews.

### **2. Inform your references**

Inform your references beforehand that they might receive a call from the company you interviewed forespeak to them about the position and emphasize the points that you would like to be recommended for.

### **3. Follow up**

If you do not hear from the interviewer within the expected number of days, do not hesitate to drop an email and ask for an update.

In the email, mention the following details:

- Begin the email by thanking the interviewer for considering your candidature.

- Remind him of the meeting and mention how pleased you were to get in touch with him/her.
- If the interviewer showed interest in your past projects, attach some samples of your previous work, projects, etc. and any other relevant additional information.
- Finally, mention your motivation, qualities, and reiterate your interest in the organization. Politely ask for an update on the interview process.

## **Interview Process:**

### **1. Screening interview**

A screening interview is a type of job interview that is conducted to determine if the applicant has the qualifications needed to do the job for which the company is hiring. A screening interview is typically the first interview in the hiring process if the company does not start with open interviews where multiple candidates are screened at an open hiring event.

### **2. Phone interviews**

Employers use phone interviews to identify and recruit candidates for employment. Phone interviews are often used to narrow the pool of applicants who will be invited for in-person interviews. For remote jobs, interviewing by phone, Skype, or video may be how you get hired.

### **3. First Interview**

The first in-person job interview is typically a one-on-one interview between the applicant and a hiring manager. The interviewer will ask questions about the applicant's experience and skills, work history, availability, and the qualifications the company is seeking in the optimal candidate for the job.

### **4. Second interview**

A second interview can be a more in-depth one-on-one interview with the person you originally interviewed with or it can be a day-long interview that includes meetings with company staff. You may meet with management, staff members, executives, and other company employees. Once you're scheduled for a second interview, you're most likely in serious contention for the job.

### **5. Third Interview**

When you have made it through the first interview, then a second interview might make you think that you're done with the interview process and you'll soon find out whether you'll be receiving a job offer. That's not necessarily the case. You may have to participate in a third interview and possibly more interviews after that. A third interview typically involves a final meeting with the hiring manager and may provide the opportunity to meet more of your prospective colleagues.

## **6. Dining Interview**

Dining with job applicants allows employers to review your communication and interpersonal skills, as well as your table manners, in a more relaxed (for them) environment. Depending on the interview process of the company you're interviewing with and the type of job you are applying for, you may be invited to a lunch or dinner interview.

## **7. Final interview**

The final interview is the last step in the interview process and the interview where you may find out whether or not you are going to get a job offer. Here's information on preparing for an interview when you have already met with the company multiple times, and advice on how to handle a final interview.

## **8. Reviewing interview questions and answers**

Regardless of where you are in the interview process, it's important to practice interviewing and to be prepared for the typical interview questions you'll be asked during each step in the process. It's also important to have questions ready to ask the interviewer.

## **9. Following up after each step in the interview process**

Even though it may seem like a lot of work, especially when you have gone through multiple interviews, it's important to follow up after each step in the interview process. In fact, the most important thing you can do is to follow up and reiterate your interest in the position and to thank the interviewer for taking the time to meet with you.

## **10. Background check**

You may receive a job offer contingent on a background check and/or a credit check. Or, a background check may be conducted prior to a company offering a job. What the company learns during the background check could result in you not getting a job offer or in the job offer being withdrawn.

## **11. Job offer**

When you have made it through the sometimes-gruelling interview process, the final step will be a job offer. The job offer may have conditions attached, so review the terms carefully. Before you accept, it's important to evaluate the compensation package, consider whether you want to make a counteroffer, and then accept (or decline) the job offer in writing.

## **Tips for Successful Interview**

### **1. Practice and Prepare**

Review the typical job interview questions employers ask and practice your answers. Strong answers are those that are specific but concise, drawing on concrete examples that highlight your skills and back up your resume. Your answers should also emphasize the skills that are most important to the employer and relevant to the position. Be sure to review the job listing, make a list

of the requirements, and match them to your experience.

## **2. Develop a Connection with the Interviewer**

In addition to indicating what you know about the company, you should also try to develop a connection with your interviewer. Know the interviewer's name, and use it during the job interview. (If you're not sure of the name, call and ask prior to the interview. And, listen very carefully during introductions. If you're prone to forgetting names, jot it down somewhere discreet, like in small letters at the bottom of your notepad.)

## **3. Research the Company, and Show What You Know**

Do your homework and research the employer and the industry, so you are ready for the interview question, "What do you know about this company?" If this question is not asked, you should try to demonstrate what you know about the company on your own.

You can do this by trying what you've learned about the company into your responses. For example, you might say, "I noticed that when you implemented a new software system last year, your customer satisfaction ratings improved dramatically. I am well-versed in the latest technologies from my experience with developing software at ABC, and appreciate a company who strives to be a leader in its industry."

You should be able to find out a lot of information about the company's history, mission and values, staff, culture, and recent successes on its website. If the company has a blog and a social media presence, they can be useful places to look, too.

## **4. Get Ready Ahead of Time**

Don't wait until the last minute to pick out an interview outfit, print extra copies of your resume, or find a notepad and pen. Have one good interview outfit ready, so you can interview on short notice without having to worry about what to wear. When you have an interview lined up, get everything ready the night before.

Not only will planning out everything (from what shoes you will wear, to how you'll style your hair, to what time you will leave and how you'll get there) buy you time in the morning, it can help reduce job search anxiety, and it will also save you from having to make decisions, which means you can use that brain power for your interview.

Make sure your interview attire is neat, tidy, and appropriate for the type of firm you are interviewing with. Bring a nice portfolio with extra copies of your resume. Include a pen and paper for note-taking.

### **5. Be on Time (That Means Early)**

Be on time for the interview. On time means five to ten minutes early. If need be, drive to the interview location ahead of time so you know exactly where you are going and how long it will take to get there. Take into account the time of your interview so you can adjust for local traffic patterns at that time. Give yourself a few extra minutes to visit the restroom, check your outfit, and calm your nerves.

### **6. Try to Stay Calm**

During the job interview, try to relax and stay as calm as possible. Remember that your body language says as much about you as your answers to the questions. Proper preparation will allow you to exude confidence.

As you answer questions, maintain eye contact with the interviewer. Be sure to pay attention to the question so that you don't forget it, and listen to the entire question (using active listening) before you answer, so you know exactly what the interviewer is asking. Avoid cutting off the interviewer at all costs, especially when he or she is asking questions.

### **7. Follow-Up after the Interview**

Always follow up with a thank-you note reiterating your interest in the position. You can also include any details you may have forgotten to mention during your interview. If you interview with multiple people from the same company, send each one a personal note. Send you thank-you email within 24 hours of your interview.

**UNIT - V**  
**TECHNOLOGY AND BUSINESS COMMUNICATION**

Communication is a very essential in business development. Communication involves the flow of information among business partners, consumers, distributors and employees. A business will use technology to speed up communication or information flow among these parties.

**Role of technology in Business communication**

**1. Integration of Technological communication tools:**

Technology creates an environment where data, internet protocol and voice networks can be combined to simplify business communication. For example, a business owner can use video conferencing technology to hold a meeting with their employees. Also business managers can use technology to monitor and assign tasks to employees using electronic mails.

**2. Strengthen of customer relationship**

With the use of communication technology, the customers will have more channels to contact and voice out their concerns about the products. For example, the customers can contact the business using the contact system on the website.

**3. Effective and reduces costs**

A business can create a centralized data center at a reasonable cost which help the employees get information on time. This makes the flow of information easier which helps in decision making.

**4. Set-up a Network**

Creating an information sharing network saves time and money. At work, employees can share some of these technological tools to accomplish certain works. For example, when setting up a network in a workplace, employees can have one data center where they save, retrieve all data, print and fax documents using on shared fax or printing machines.

**5. Visual Quality**

Now a days, computers have software tools like word, powerpoint, and excel which can make the reports more visually attractive. Correct mistakes and editing the contents is done easily.

**Modern Communication Techniques:**

Following are the techniques used in modern communication.

1. Fax and scanner
2. Computers
3. Internet
4. Tele conferencing

5. Video conferencing
6. Website
7. Mobile phone
8. E-mail
9. Voice mail
10. Instant messaging
11. Text messages

### **1. Fax and scanner**

Fax is an exact copy of a document made by electronic scanning and transmitted as data by telecommunication links.

Scanner is an electronic device which can capture images from physical items and convert them into digital formats. It is a device that scans documents and converts them into digital data.

### **2. Computer**

A computer is an electronic data processing machine, which receives some information, performs some basic operation on that information and produces the output or result according to the predetermined conditions specified in the program.

### **3. Internet:**

Internet is a world wide system of computer networks. The internet is a virtual network because it presents the illusion of a single, large network. The Internet is a world collection of computer networks. It provides access to communication services and information resources to millions of users around the globe.

Internet is used for various reasons:

- 1) Get information
- 2) Provide information
- 3) Compile information

### **4. Teleconferencing**

A tele conference is a telephone meeting among two or more participants involving technology more sophisticated than a simple two way phone connection. It is a live meeting or conversation conducted among participants in different locations using telecommunication equipment.

### **5. Video Conference**

Video conference is the closest thing face to face interaction. It is very useful for MNCs and organizations that are cross regional. This device helps to connect with employees anywhere across the globe.

A video conference is a live, visual connection between two or more people residing in separate locations for the purpose of communications. It provides transmission of static images and text

between two locations.

## **6. Computer conferencing:**

Teleconference is supported by one or more computers, web conferencing – Data conferencing etc. It refers to those systems that allows numerous users to connect via a network sent e-mail messages to the conferences address and receive posing of others. It is based on text based communication. It saves money and time of the participants.

## **7. Website:**

It is a set of pages of information on the internet about a articular subject, published by a single person or organization. A website is a set of related web pages, published by an organization or individual. Normally a website contains a home page along with other additional web pages. Each website is owned and updated by an individual, company or organization.

## **8. Mobile Phone:**

Mobile phone is used as an instrument or device to communicate messages. It is talking, texting or sending data or image files over a wireless network.

## **9. Voice mail**

It is a communication service on a telephone line. It is a computer based system that allows users and subscribers to exchange personal voice messages, to select and deliver voice information.

## **10. Instant messaging:**

Instant messaging is a type of online chat that lets a sender to send and a receiver to receive brief written messages in real time. It is quick, informal and a little more spontaneous.

## **11. Text message:**

Text message is an electronic communication sent and received by mobile phone. Text message is the activity of sending text message on a mobile phone. It is also known as short message service (SMS).

## **Social Networking:**

Social networking is the practice of expanding the number of one's business and / or social contacts by making connections through individuals through social media.

It is defined as a chain of individuals and their personal connections.

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently and in real-time. Most people install social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers.

Facebook is a popular free social networking websie that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

Many newsgroups and chat rooms now use Facebook, Myspace and Twitter a type of social media for communication purposes which lets the user given an instant message and receive instant



response with supporting live video images.

## **E-Communication**

Communication using electronic media is known as electronic communication. Such communication allows transmission of message or information using computer systems, fax machine, e-mail, telephone or video conferencing and satellite network.

People can easily share conversation, picture, image, sound, graphics, maps, interactive software and thousands of things for the development of electronic communication.

### **Strategic importance of E-Communication**

- Electronic communications adds a powerful new channel that creates entirely new ways to interact.
- Electronic communications lets you combine numerous media-text, graphics sound, video, etc.- into a single message. This can result in far more meaningful communications tailored to the nature of your particular audience.
- Electronic communications is interactive. It engages audiences in active, two way communications.
- Electronic communication creates a new form of many-to-many communications that lets geographically distributed groups communicate through text, sound and video.
- Many organizations use electronic communications facilities, such as the world wide web, as internal communications tools to enhance team work.
- Electronic communications remove the power of communication gatekeepers to both positive and negative effects.