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SEVEN C's OF BUSINESS LETTER WRITING

Business Letter Writing is the most commonly used tool of Communication.

(1) Correctness : The Business Letter should be written correctly. We should check whether all the important facts are included in the letter correctly. We should check receiver's name and details, numbers and amount, addresses, date etc. We should check spelling, punctuation and grammar.

(2) Clarity : Clarity is concerned with understanding of receiver. You should use simple and familiar words in your letter. You should use short sentences. A Business letter should not have too many points to convey. The letters heavily loaded with business and technical terms are often difficult to understand. Such letter do not establish clarity. Avoid technical terms. Clarity needs the use of simple languages and easy sentences structure in composing the message.

(3) Conciseness : The letter should be written to the point. Main points are focused directly and shortly. Try to avoid ornamental language and phrases. Avoid too many repetitions. Conciseness saves time.

(4) Completeness : The business letter should include all the important facts in your letter. An incomplete letter will create a bad impression. Check that all facts and essential points have been covered in the letter. Completeness means inclusion of all the necessary information.

(5) Consideration : Your client / Receiver is important. Care should be given to give importance to the You Attitude while writing a business letter. Put the client first. Try to reply from receiver's point of view. Consideration puts letter writer in the place of receiver.

(6) Concreteness : It is necessary to take care of needs of customers. While presentating according to the need of your client, the information should be well planned, well arranged. Facts and figures narrated in the message should be specific. Concreteness builds confidence.

(7) Courtesy : Polite and Pleasing Language is important factor of business letter. The letter should have words like 'please', 'thank-you', 'I appreciate', 'I apologize' etc. Keep yourself in the place of the reader and read your own letter after writing it. Courtesy means valuing feelings of receiver. Courtesy builds good will.

PHYSICAL APPEARANCE OF BUSINESS LETTER

All Business letter must be written nicely and neatly. The letter should at once attract the readers.

(1) Paper : Paper must be of a very good quality. Good Quality Paper create a good impression. Generally, the letters are typed in black ink in white paper. Generally a paper of 8" X 10" size is used in England for business letter. In America, Paper of 8.5"X11" and 8"X12" size is used for writing business letters.

(2) Typing : Now a days, hand-written letters is not used for business communication. Most of the letters are typed and they look attractive. Typist should use a ribbon / cartridge of good quality. Letters should be computerized.

(3) Ink : Generally, blue/black ink on white paper look attractive. Good Quality Laser Printer and Ink Jet Printer with good quality of cartridge can create good business letter.

(4) Margin : Blank Space left on all sides in know as margins. One should leave a proper margin on the left hand side to make his filing comfortable. We should leave a margin of 1" on the right hand side and 1.5 " at the bottom of paper. A Paper with such margin make the letter attractive.

(5) Folding : Proper care must be taken while folding the paper. There should be minimum number of folds. If there are more folds, a letter may look shabby and the envelope bulky.

(6) Envelope : The envelope should be made of good paper. In Small envelopes, letter cannot be folded properly. The address written on the envelope must be legible and complete. Incorrect address Evelope cannot reach the proper persons. The Modern practice is to use window envelope in which an address can be seen through a transparent paper.

(7) Superscription : The word superscription means which is written outside and above something. In Commercial Correspondence, it means the name and address of the addresses on the envelope. The superscription must be accurate and complete so that the letter is delivered to the right person. If the address is written by hand, it should be written legibly.

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BASIC PARTS/REGULAR PARTS/MAIN PARTS OF BUSINESS LETTER

- (1) The Letter Head**
- (2) The Date**
- (3) The Inside Address**
- (4) Salutation**
- (5) Body of Letter**
- (6) Complimentary Closure**
- (7) Signature**

(1) The Letter Head / The Heading / The Head Address :

Place :

The Letter Head is printed at the top center of the letter-sheet. Sometimes it is also written on the left or the right side of the letter-sheet.

Details :

It consists of the name, the business and the address of the company. It also includes the telephone number, fax number, E-mail address, and website, if any. It also includes emblem (logo or symbol) of the company. Some companies print emblem of their organization and also indicates the location of their head and branch offices.

Appearance :

The Letter Head should be simple and dignified. Most companies prefer a simple design in a single colour. For a balanced get-up, the letter head should not occupy more than one fifth of the total space of the letter paper.

Importance and Purpose :

The Letter Head gives the address and telephone number to enable the receiver of the letter to contact the sender. It enables the receiver to know the nature of the business carried on by the sender. From the letter head, the receiver can know whether he is dealing with a proprietary concern, partnership, private limited or public limited company.

Example of The Letter Head :

Dharti Chemicals Pvt. Limited

C.G.Road

AHMEDABAD 380 006

Phone : 3242444-04 Fax- 3242444-04

E-mail : chintanmahida@yahoo.co.in

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(2) The Date

Place : Generally, The date is written two or three spaces below the last line of the letterhead. It is always on the right hand corner. The date consists of the date, name of the month and the year.

Two Styles for writing the date :

The date is written in two styles.

- (1) The British Method
- (2) The American Method

For example, 4th July,2009 is the British Method. According to the American Method, it would be July 4, 2009. Some people do not use the comma and the full stop, but these things are important because they help to avoid any confusion.

The British Method is also called the ordinal numbers method and the American Method is called the cardinal numbers method.

Important Points for writing the date

- (1) The date should never be written like 7-2-02 or 7/2/02 because it shows that the writer is careless or in a great hurry
- (2) The year should be mentioned in full, e.g 2009 instead of '09.
- (3) May, June and July are never abbreviated. Jan., Feb.,Mar., Apr., Aug.,Sep.,Oct , Nov. and Dec.,- Only these abbreviations are established and accepted by all.

The date can also be written with open or closed punctuations. A full stop is necessary in the closed punctuation style. In open punctuation style, punctuation marks are not used.

For example :

- | | | |
|-------|-----------------------------------------|---------------------------------|
| (i) | British style with closed Punctuations | : 3 rd January, 2009 |
| (ii) | British style with open Punctuations | : 3 rd January 2009 |
| (iii) | American style with closed Punctuations | : January 3, 2009 |
| (iv) | American style with open Punctuations | : January 3 2009 |

Importance and Purpose :

The date is important for quick reference in future. It has an important legal function to perform as it indicates the time when the letter was written or when a particular transaction took place.

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(3) The Inside Address

Place :

The inside address is written on the left, beside the margin. It is written two spaces below the date- line. The Inside address contains the name and the address of the firm or the individual to whom the letter is written.

Use :

In business, it is necessary to keep the carbon copy or printed copy and file it for future reference. If the inside address is not written , then it is difficult to find out to whom the letter written.

Further when Window Envelopes are used the labour of separately addressing envelopes is saved. The letter is folded in such a manner so that the inside address can be read through the transparent panel of the window envelope.

Two Methods of writing Inside Address :

There are two methods of writing inside address.

(1) Indented Form

(2) Block Form

(1) The Indented Form :

The Indented form requires the first line to begin at the margin and the subsequent lines to begin some space away from the beginning of the previous line; a comma follows each line and a full stop is put after the last line.

(2) The Block Form :

The Block form has all lines beginning at the margin and no punctuation at the end of any line. This style looks neat and tidy and also takes less time to type. It is therefore preferred by most companies today .

Examples :

Block Form

Viraj Book Company

Relief Road

Ahemdabad – 380 006

Indented Form

Viraj Book Company,

Relief Road,

Ahemdabad – 380 006.

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(4) The Salutation :

Place :

The salutation is written beside the left – hand margin, two spaces below the last line of the inside address. The salutation is followed by a comma (,) or a colon (:).

Importance :

The salutation is a compliment or greeting used to begin the letter. Just as “Good Morning” is used to begin a talk. It is the written equivalent of the conversational “Hello”. The reader of the letter may not take note of it but such a greeting is very important in business letter.

Different Forms of Salutations :

The form of salutation depends upon the personal relations between the writer and the person to whom it is written. It also depends upon the rank or position of the person to whom the letter is addressed. The different forms of salutations are given as below :

| Salutation | To be used for |
|------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| 1. Sir, | A very important person. Also, the head of a Government Department |
| 2. Dear Sir, | Very formal relationship. The most popular salutation used in business letters. |
| 3. Dear Sirs, | It is used for a big firm or company, especially if the name starts with Messrs. |
| 4. Dear Mr, Dear Miss...., Dear Mrs, Dear Prof...., | It should be used when the writer is well acquainted with the person addressed |
| 5. Mesdames | It is used for a firm of ladies |
| 6. Gentleman | Very popular salutation in America |
| 7. Dear Member Dear Subscriber Dear Customers | It is used in circular letters. (Bank letter, club letter) |

The Salutation should agree with the Inside Address. The Salutation is the traditional way of greeting the reader in a letter. It also gives a clue about the relationship between the letter writer and the **reader**.

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(5) The Body of the Letter/ The Text of the Letter/The Script of the Letter :

Place :

The first line of the body begins two spaces below the salutation. It appears between the salutation at the beginning and complimentary close at the end.

Importance :

It is that part of the letter which contains the message or the information to be communicated. This is the most important part of the letter. The letter is divided in the following parts.

- (1) Introductory paragraph
- (2) Main paragraph
- (3) Closing paragraph

(1) Opening/Introductory Paragraph :

There is an old proverb: “ A Good beginning is half the battle won.” This applies doubly when it comes to writing successful business letters. In this paragraph, the reader’s attention should be attracted and he should be made to “Go Ahead” with interest and concentration.

The Letter should open with the expression of pleasure, gratitude or acknowledgment or with a reference to the action you have taken in response to the reader’s previous letter, if any. Don’t forget the ‘You’ approach.

In brief, the opening paragraph should cover the interest of the reader and make him go through the whole letter.

(2) Main Paragraph :

This paragraph contains the subject matter of the letter. It should be brief and to the point but care should be taken to see that no relevant details are omitted from it. The writer should make himself absolutely clear about what he wants to say. The main message should be written correctly and accurately.

(3) Closing Paragraph :

The letter ending must motivate the action that the writer wants from his reader. It must be natural and logical. It must be final and complete. It should stress the you ‘point of view’, closing with an important statement, an offer or a request is also suitable.

The entire body of the letter should reflect a positive approach and a friendly attitude and it must contain definite sales appeal.

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(6) The Complimentary Close :

Place :

The Complimentary close is written on the right two spaces below the last line of the body. It should not extend into the right hand margin.

Importance :

The Complimentary close is a polite way of saying “ Good bye”. Just as the salutation is the written equivalent of “Good Morning” or “Hello”. So, the complimentary close is the written equivalent of “Good Bye”

The Complimentary Close should agree with the salutation.

| Salutation | Suitable Closure | Country |
|-----------------------------------------|-----------------------------------------------------|-------------------------------------------------|
| 1. Dear Sir Dear Madam Dear Sirs | Yours faithfully | This form is normally used in British Countries |
| 2. Dear Madam Dear Sirs Gentleman | Yours truly Yours very truly Very truly yours | This form is normally used in America. |

Important point in writing the complimentary close :

- (1) The first letter of only the first word is capitalized. No other letter of the complimentary close is capitalized.
- (2) The complimentary close generally ends with a comma (.). If open punctuations are used in the letter, the comma is dropped.
- (3) The complimentary close should agree with the salutation.

The complimentary close, like the salutation has no important function to perform. It only helps to add a polite touch to the letter and shows the relationship between the correspondents.

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(7) The Signature

Place :

The Signature is written just below the complimentary close , near the right hand margin. Sometimes , it consists of only the name of the writer. Sometimes, it includes the name of the firm which the writer represents.

Importance :

Any letter without a Signature is incomplete and worthless. The signature should be legible. Signature cannot be typed. Without the Signature, the letter becomes legally invalid. In business letter, degree or titles like M.D, M.A, Ph.D etc. are not mentioned with the signature. But when a letter is written by a woman , it is popular to write Miss or Mrs. in the bracket her name.

Three types of Signature :

(1) A Sole Trader :

A sole trader will put his signature by writing his own name. If Jiten Krishnakant Shah is carrying on his business in his name, he may put his signature as under : Mayur K. Shah or Mayur Shah.

(2) Partnership firm :

Any partner of a partnership firm can sign letter on behalf of the firm. He signs the letter as under : He writes the name of the firm and puts his signature below it.

Shah Desai and Company

Mayur S. Desai

(3) Per Pro Signature :

In big business houses, it is not possible for all partners or owner to write or reply all the letters. So, a responsible employee of the firm is given power to sign the letters. Thus, the employee who signs the letter on behalf of the other is said to sign per procurationem (per pro). It means that such a person is legally authorized to sign letters.

Per Pro M. Patel and Company

Nitin R. Raval

The signature is proof that the person signing has written that letter. It help to pin point responsibility for the writing of the letter.

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BUSINESS LETTER

INQUIRY LETTER

We have been dealing for 10 years. We want to place an order of Therefore, we request you to send us price list and catalogue. We expect competitive price from you as we want to place orders regularly. Please inform us about your terms and conditions and credit facilities.

We expect favorable and immediate reply from you.

If your terms are favourable and price list is competitive, we shall place an order in near future.

We eagerly wait for your prompt reply.

Thank You.

REPLY TO INQUIRY

We thank you for your letter of ___ Date _____. We are glad to know that you have been dealing in _____

You know that our company is famous for excellent and modern _____ in India for many years. We enclose the latest price-list and a catalogue/Letter of Terms and Condition of _____ along with this letter.

We are awaiting for an order from you.

Thank You.

FIRM OFFER / VOLUNTARY OFFER

You will be pleased to know that we have introduced _____ which is specially manufactured to meet the demands of _____.

Write down about product (Any thing)

The catalogue prices of this product allow a special discount of 10% upto _____. This offer is done with a view to popularizing our product. Please note that this offer, in no case, will be extended beyond this date.

We expect a large order from you before stipulated time limit.

REPLY TO INQUIRY FOR QUOTATION

We thank you for your letter of ___ Date _____. We are glad to know that you have been dealing in _____

Please find our competitive quotation.

100 Khetan Table Fans

Price :

Discount :

Shipping Method :

Payment Mode :

We are awaiting for an order from you.

Thank You.

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PLACEMENT OF ORDER

We thank you for your order letter _____
With reference to the price list and catalogue of _____, we place our order as under :

| Sr. No. | Item | Price |
|---------|------|-------|
| | | |

Please send the above mentioned goods before _____

Please note that we have made payment/we have sent payment.

Thank You.

EXECUTION OF ORDER

We thank you for your order no
Dated on _____.

We have granted your order _____. We have sent you the following goods.

| Sr. No. | Item | Price |
|---------|------|-------|
| | | |

We have sent the goods according to your order.

Please send the payment of bill by demand draft within 30 days / COD.

We assure you that you will be satisfied with our goods. We expect further orders from you in future.

Thank You.

CANCELLATION OF ORDER

We placed an order no. ----- for the purchase of _____. We asked you to send the goods within _____ days.

Reason for cancellation

We want to cancel our order for above reason.

In future, we want to place an order if _____

Thank You.

ACKNOWLEDGMENT OF ORDER

We thank you for your order of _____

We have carefully noted all your instruction. Now we are preparing to dispatch your goods and you will get your order within short time.

We are sure that you will be highly satisfied by our service.

We expect large and regular orders from you in future.

ASKING FOR AN EXTENSION OF TIME LIMIT TO EXECUTE THE ORDER

We thank you for your order no. _____ dated on _____

But we regret to inform you that we are unable to process/ execute at this time.

Reason (Strike/Out of Stock/Weather)

We are trying to find out a solution of this problem as early as possible.

We shall be happy if you extend your time limit for execution of your order.

OFFERING SUBSTITUTE GOODS

We thank you for your order no. _____ dated _____

You have mentioned in your letter about your requirement of _____.

But, we regret to inform you that at present the item is not available.

But however we have got in stock _____. There item is similar.

If you wish to replace _____ with _____. We will execute your order. We enclose our price list for new item.

Please let us know about your requirements.

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COMPLAINT EMAIL OF LATE DELIVERY

To : mahidachintan@gmail.com

From : pwisbn@gmail.com

Date : 10 March, 2016

Subject : Late Delivery of Goods.

We have ordered __item__ on __/02/2015. Kindly refer to our order no._____

We regret to inform you that we have not received our order yet. On letter of accepting order, you have informed us that you would send the goods before _____. But yet we have not got it.

There is a huge demand of _____ in the market and our company is a reputed one. We have been put into trouble because of delay in delivery. Please confirm by email.

Chintan Mahida

COMPLAINT EMAIL OF DAMAGED GOODS

To : mahidachintan@gmail.com

From : pwisbn@gmail.com

Date : 10 March, 2016

Subject : Damaged Goods

We have received the consignment sent on __. We thank you very much for prompt execution of our order.

We regret to inform you that on opening the consignment, we have found _____ in damaged condition.

We instructed you clearly to pack the goods properly. It seems that you have not paid enough attention to our instruction. We shall try to sell the goods if you give us 20% discount.

Chintan Mahida

COMPLAINT EMAIL OF SHORTAGE IN QUANTITY

To : mahidachintan@gmail.com

From : pwisbn@gmail.com

Date : 10 March, 2016

Subject : Shortage in Quantity

We have received the consignment sent on __. We thank you very much for prompt execution of our order.

We regret to inform you that there is shortage in the quantity of __ supplied by you. Please refer to our above stated order wherein we had placed the order for _____. When we opened the parcels/ boxes, we found that only _____ are sent to us.

Please send the remaining goods as early as possible

We eagerly wait for your prompt reply.

Chintan Mahida

COMPLAINT EMAIL OF RUDE BEHAVIOUR OF A SALESPERSON

To : mahidachintan@gmail.com

From : pwisbn@gmail.com

Date : 10 March, 2016

Subject : Rude Behaviour of Salesperson

I visited your store/ showroom/ mall to buy _____ on any date. I regret to inform your that a salesman/girl of your store behaved discourteous with me instead of paying attention my requirements. He/She answered foolishly. She /He behaved badly with me. So we left the stores without purchasing anything. If your employees misbehave with customers, it will affect your business. We would not like to visit your store again to have such an insulting behavior form your employs. Please look into the matter and take appropriate steps.

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| OCCASIONAL / OPTIONAL PARTS OF BUSINESS LETTER | |
|-------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The Reference | <p>It helps the receiver to link it with earlier correspondence. It is written below the letter hand on the left hand side in line with date as below</p> <p>ACCA 29/B Date : 10 March, 2015</p> |
| The Personal | <p>When the letter is to be received by a particular person, he writes Personal on it in order to draw attention of the person concerned. It is written between Inside Address and Salutation.</p> <p>For Example, Confidential, Immediate / Urgent, Reminder</p> |
| The Attention Line | <p>The Attention line is written below the inside address in the middle portion of paper. It is written between Inside Address and Salutation. It is written for an ungent work and immedicate attention of a particular person working in a big organization.</p> <p style="text-align: center;">Attention : Chintan Mahida</p> |
| Subject Heading | <p>The Subject Heading is written two spaces below the salutation in the middle part of the letter. We come to know about the matter of the letter from the subject line .</p> |
| Postscript | <p>Postscript is written below the signature. After completion, if something is written. It is called Postscript.</p> |
| Enclosure | <p>It is indicated by word Enc. Or Encl. It may be document, a sheet of paper, a cheque or bill. It is attachment with cover letter. It is written below signature.</p> |
| Identification Mark | <p>It means the initials of the person who has perparaed letter or typed letter. It is written below signature on the left hand side near the margin.</p> <p>Example : A.B.P. This indicates that Mr. A.B.Patil has typed the letter.</p> |
| Carbon Copy | <p>Carbon Copy means same copy sent to different persons or department. It is written below signature on the left hand side.</p> <p>C.C. to (1) The Principal (2) The Head of Department (3) The Registrar</p> |

VOCABULARY - BUSINESS COMMUNICATION

| Word | Meaning |
|---------------------------|-----------------------------------------------------------------------------------------|
| Agenda | Program, List, Plan or Schedule |
| At Par | Face Value or Equal Value |
| Backlog | Reserve, Over Load |
| Bankruptcy | Financial Loss |
| Beneficiary | Receipt or payee |
| Bill of Landing | A Document issued to a shipper by a carrier about the goods |
| Black Market | A place or system for selling goods illegally |
| Breach of Contract | A Violation of a contract by either failing to perform one's own contractual obligation |
| Budget | To Estimate expenditure, income, time tec. |
| Bullion | Raw material of gold and silver |
| Capital | Money and property |
| Collateral | Side by side or Indirect relationship |
| Commission | Accredit, charge |
| Consignee | Recipient or representative |
| Creditor | lender |
| Dead Stock | Deceased merchandise |
| Default | Failure Insolvent |
| Disbursement | Expenditure |
| Dock Receipt | Moor or Pier Acceptance |
| Entrepreneur | Organizer |
| Exchange Rate | The Rate at which currencies of different countries are exchanged for each other |
| Fiscal | Financial |
| Franchise | Privilege or freedom with license |
| Freight | Transportation tax |
| Gross | Total, aggregate, sum |
| Lease | Rental Agreement |
| Liabilities | debit |
| Lockout | The Refusal by an e |
| Margin | Perimeter |
| Minimum Wage | A Wage set by contract or by law as the lowest which is paid to employee |
| Monopoly | Restraint of trade |
| Mortgage | On contract lease |
| Negotiable | Transferable |
| Patent | Legal Personal right |
| Petty Cash | A Fund for small incidental or accidental expenses |
| Pledge | To give security, promise |
| Power of Attorney | A Written statement legally authorizing a person to act for another |
| Promissory Note | A Written promise to pay a certain sum of money to a certain person on demand |
| Rebate | Deduction |
| Recession | Economic Downturn |
| Reimburse | Repay, Refund |
| Revenue | Return, Earnings |
| Royalty | Authority |
| Subsidy | Grant, Aid |
| Surplus | An Excess of something |
| Syndicate | Partnership |
| Trademark | Brand, Service Logo |
| Volume of Business | Total Transaction of sale in a specific period of business |
| Waive | Surrender, Dismiss |