

Department of Commerce [CA]

Business Communication

Semester: IV

Subcode: 18BCA46S

Unit - III

II - B.Com (CA)

Communications through letters - layout of letters - business enquiries - offers and quotations - order - execution, cancellations claims - adjustments and settlements of accounts - application for appointment and reference.

Books Reference:

1. Essentials of Business Communication - Rajendra Pal. J.S. Koolahalli.
2. Effective Business Communication - M.V. Rodrigues.

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III unit - layout of letter

Mechanical Structure (or) parts of a letter

The Mechanical Structure of a letter constitutes the different parts of a letter that should have their customary place in it.

The usual parts of a business letter are as under :

- (i) Heading
- (ii) Inside address
- (iii) Salutation
- (iv) Body of the letter
- (v) Complimentary close
- (vi) Signature
- (vii) Reference initials
- (viii) Enclosures.

Enquiries and Replies.

Enquiries: -

When a buyer wishes to get some information about the quantity, price, availability, etc. of goods to be purchased, or about the terms of sale etc., he writes a letter of enquiry to the seller.

Enquiries may be

- (i) Solicited enquiry
- (ii) Unsolicited enquiry
- (iii) Enquiry for some favour
- (iv) Routine enquiry

A letter of enquiry should be:

- * Organised on direct approach
- * Straightforward, compact and courteous,
- * positive and confident in tone
- * brief and to the point, yet clear, complete and correct.

Replies :-

Enquiries must be replied to promptly. Replies usually contain prices, quotations and other terms of sale, such as discount, credit, delivery etc. Replies to regular customers should clearly, correctly and accurately convey all the information sought by them.

drafting a reply :-

- (i) Refer to the date and / or Number of the letter.
- (ii) Thank the party for his letter and show appreciation for his interest in your company, its products or services.
- (iii) Answer in a cheerful tone, all the questions in the letter of enquiry.
- (iv) if possible add relevant information in the form of a short description of goods, prices and advantages; favourable terms etc.

- (v) State the terms clearly and concisely time required to execute the order, if placed, Place and Mode of delivery terms of payment, discount, packing etc.
- (vi) State the time for which the offer is open if time is an important factor.
- (vii) State whether the price list, catalogue, samples etc, are enclosed or they are being sent separately.
- (viii) Use some sales talk to stimulate the interest of the buyer.

Offers and Quotations

An offer is general and voluntary. It's like a sales letter sent to all prospective customers including existing customers.

A quotation is a specific offer for sale. It's made in response to an enquiry

from a particular person (or) business house. A quotation includes details about the prices of the specific goods desired, terms of payment, conditions of delivery etc.,

Firm Offer

A firm offer is an offer in which the seller undertakes to accept an order at the price named and on the conditions stated only within a specified time.

Offer without Engagement

It is an offer in which the seller is not bound by the price and conditions stated by him.

While making offers, the seller must touch the following points:

- * The quality of goods
- * The unit of weight (or) measure.
- * Terms of payment, whether cash (or) credit

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(iv) The mode and place of delivery.

(v) The mode of transportation

(vi) The time of delivery.

Offers must be made attractive.

They should be capable of arousing the readers interest in the goods.

Application Letters

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Job application letters are written when someone needs a job. It is important to describe effectively and persuasively the services you can render.

A Personal Analysis

You need to evaluate yourself in five areas:

1. Skills.
2. Activities and achievements
3. Interests, preferences and attitudes.
4. Personal characteristics and
5. Personal values.

Writing Application Letters and Resumes:

General Guidelines:

The main objective of an application letter is to obtain an interview. So the letter must be distinguished enough to attract immediate attention and to arouse interest.

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The following points will help to write effective application letters and resumes.

- (1) Clear and Concisely presented information.
- (2) Specific and Pertinent information relevant to the job.
- (3) It must be written on the principles of the "you" attitude.
- (4) Natural style, no borrowed material
- (5) Frank, direct businesslike presentation of facts, no exaggerations, no lies
- (6) No slangs and uncommon expressions
- (7) No grammatical, spelling and punctuation errors.
- (8) Customised letters.

Resume / Bio-data / Curriculum vitae.

Resume (also known as bio-data and curriculum vitae) is a necessary annexure to any job application.

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It contains Personal details, Objectives and achievements in a simple format.

The resume gives information usually under the following heads:

1. Personal data
2. Contact information
3. Statement of Professional Objectives
4. Work experience.
5. Academic and Professional qualifications
6. Extra-curricular activities
7. References.