

**DEPARTMENT OF BUSINESS ADMINISTRATION
GOVERNMENT ARTS COLLEGE(AUTONOMOUS), COIMBATORE-18.**

EXPORT AND IMPORT CORRESPONDENCE

UNIT-I

Communication- Meaning and Significance- Types of communication-Media- Barriers to communication-Principles of effective communication

UNIT-II

Letter Writing- Essentials of an effective letter-Format of a business letter-Enquiry and reply letter-Essential points about a letter of enquiry-Essential points about reply to letter of enquiry.

UNIT-III

Import and export correspondence-Bills of exchange (B/E), Drawing B/E- Import trade-Letter about importing goods. Letter about document against payment, against acceptance-Instructions to the bank.

UNIT-IV

Exporting with a letter of credit- Letter about L/C- Importers request his bankers to open an irrevocable credit- Importers informs the exporters about the opening of credit- The bankers informing the exporter of the credit have been opened in his favour.

UNIT-V

Correspondence about contracts of the carriage- carriage of goods. Carriage of goods includes any movement of goods on board by any means of transport: air, road, water.

TEXT BOOK:

- 1. Essentials of Business Communication- Rajendra Pal J.S. Korlahalli.**

REFERENCES:

- 1. Business Communication – K. Sundar, A. Kumara Raj. Vijay Nicole Imprints Pvt.Ltd**
- 2. Business Communication – Kathiresan , Dr.Radha.-Prasanna Publishers and Distributors**
- 3. . Business Communication – M.S. Ramesh, C.C. Pattanshetti, Madhumathi M.Kulkarni.- R.Chand & Co.**

EXPORT AND IMPORT CORRESPONDENCE

UNIT-I

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Reference Books:

- 1. Essentials of Business Communication- Rajendra Pal J.S. Korlahalli.**
- 2. Business Communication – K. Sundar, A. Kumara Raj. Vijay Nicole Imprints Pvt.Ltd**
- 3.Business Communication – Kathiresan , Dr.Radha.-Prasanna Publishers and Distributors**
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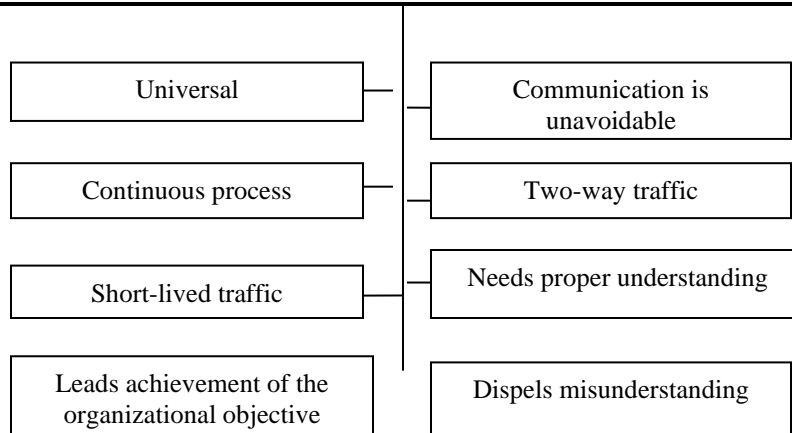
Communication- Meaning and Significance- Types of communication-Media- Barriers to communication-Principles of effective communication.

MEANING & DEFINITION

The word communication is derived from the Latin word ‘communicate’ that means to share, to make common, to impart, to participate, to convey or to transmit.

According to Newman and summer, “Communication is an exchange of facts, ideas, opinions or emotions by two or more persons”.

ESSENTIAL FEATURES /SIGNIFICANCE OF COMMUNICATION



1. Universal

Communication is universal phenomenon. All living creatures communicate through their own symbols and signs.

2. Communication is unavoidable

Communication is always as existing and unavoidable phenomenon. Not only facial expressions, positive gestures and other behavioural ways, even silence also conveys a lot about the person’s attitude.

3. Continuous process

Communication is not an art or event of time rather, it is a continuous process incorporating various events and activities that are interrelated and interdependent.

4. Two-way traffic

Communication is not complete unless, the receiver understands the message. To ensure that the receiver has understood the message, there should be some sort of feedback. Thus, the communication is two ways and not the one way traffic.

5. Short-lived traffic

The process of communication is complete as soon as the message is receiver and understood by the receiver in the right perspective; hence, it is a short lived process.

6. Needs proper understanding

There may be numerous media of communication but the main purpose of conveying the message is a proper understanding of the message by the other party. For this purpose, it should be clearly and concisely worded.

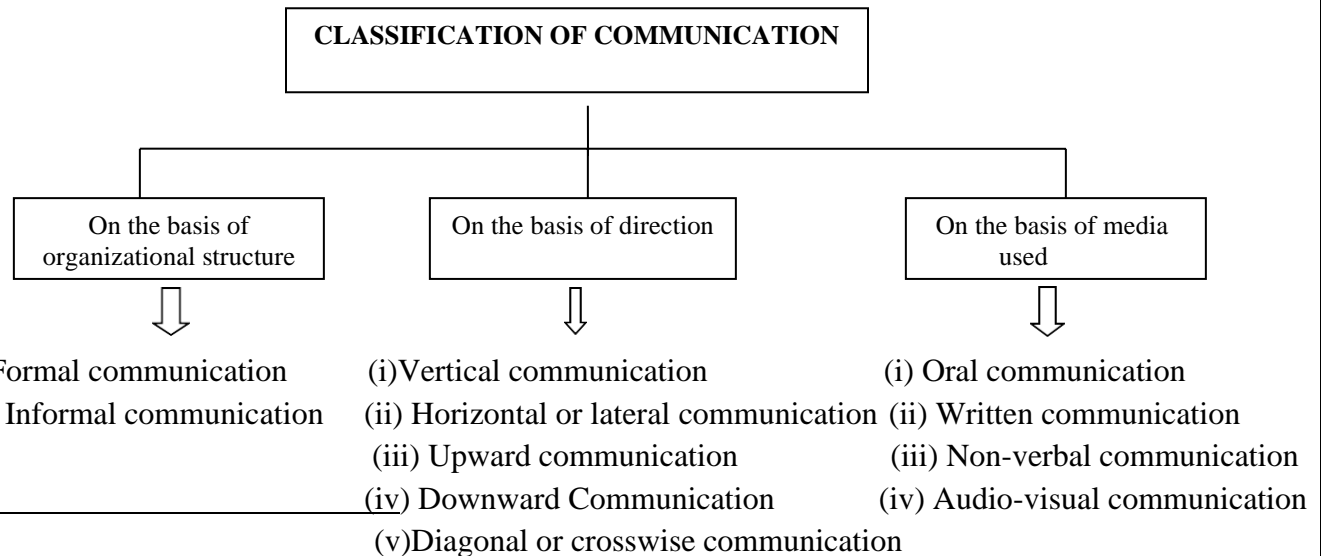
7. Leads achievement of the organizational objective

Effective communication leads to the achievement of the organizational objective by creating the sense of object orientation in the organization.

8. Dispels misunderstanding

It provides clear understanding between persons and thus, builds a bridge of companionship among people.

CLASSIFICATION/ TYPES OF COMMUNICATION



1. On the basis of organizational structure

Formal communication

Communication through the chain of command is known as formal communication. Formal communication is closely associated with a formal organizational structure. The communication flows through formal channels, i.e. officially recognized positions along the line in the organization. E.g.-employee handbooks, and policy manuals, organizational newspaper, videos, meetings, etc.

Informal communication

Informal communication is also known as the grapevine, is not a planned or deliberately created channel of communication. It is based on the informal relations of the two persons, the sender and the receiver of communication.

On the basis of direction

Vertical communication

Upward and downward flow of messages constitutes vertical communication. Information is transmitted from top management to the employees working in the organization or vice versa.

Downward communication

Downward communication moves from top to the bottom, i.e., from the CEO downwards. It travels through senior executives to junior level functionaries, from the head of the division to the head of the unit etc.

Upward communication

Upward communication is just the reverse of the downward communication. It flows upward from a subordinate to the superior through middle managerial levels along the line.

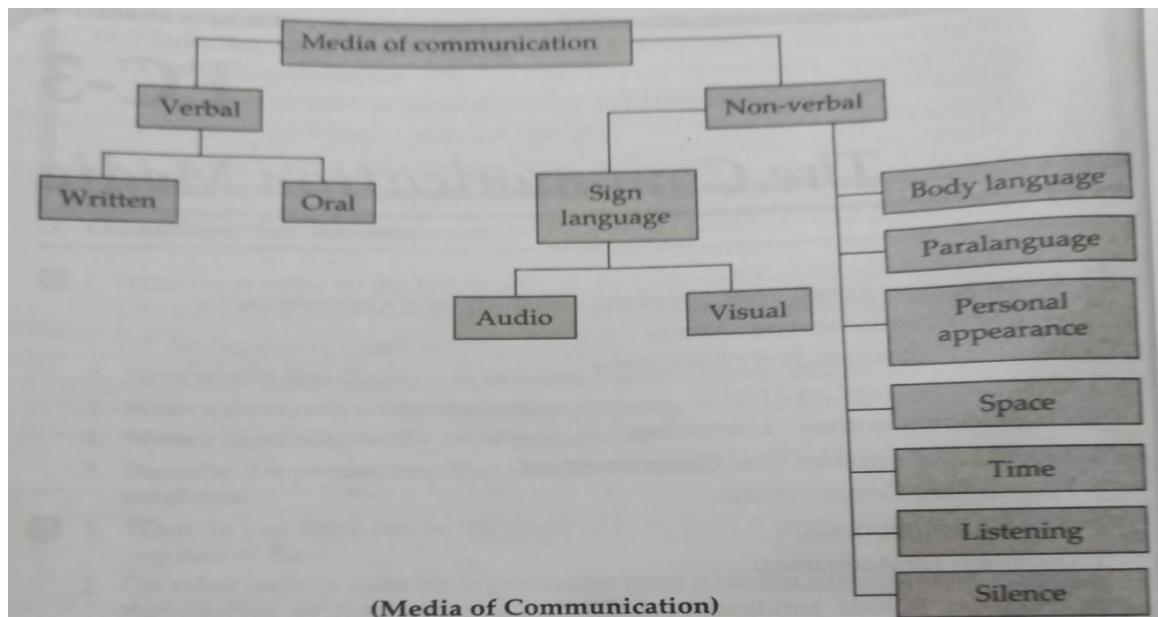
Horizontal or lateral communication

This type of communication refers to communication between various departments or units representing the same level, or people within the same or different departments, without having a superior-subordinate relationship. It flows between persons at the same hierarchical level.

Diagonal or crosswise communication

This includes the horizontal flow of information as also that among persons at different levels who have no direct reporting relationships. This kind of communication is used to speed information flow to improve understanding, and to coordinate efforts for the achievement of organizational objectives.

On the basis of media used:



1. Oral communication

Oral communication is the interchange of verbal messages between sender and receiver. It occurs through the spoken word. Oral communication, also known as verbal communication. It is also more natural and informal. In oral communication, the two parties to communication, the sender and the receiver, exchange their through speech, either in face to face communication between individual to individual etc.

2. Written communication

Written communication means communication by means of written symbols. E.g.-graphs, charts, manuals, reports, diagrams etc. Written communication generally moves downward. It is a creative activity that requires a lot of imagination and efforts to arrive at the finished product

3. Non-Verbal Communication:

All the communication that occurs in between the people in an organization may not be spoken, heard, written or read. Some may be non-verbal i.e, unwritten and unspoken. The common types of non-verbal communication in business are body movement, gestures, body stance etc. Expression through body parts is known as gesture communication. Successful communication makes a very effective use of facial expression and gestures.

4. Audio visual communication:

Audio-visual communication uses the methods that are seen and heard. It makes use of short films, slides, videotapes, telecasts etc. Examples are small advertisement films, documentary films related to social issues etc.

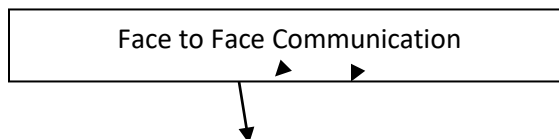
WRITTEN COMMUNICATION

MERITS	DEMERITS
<ol style="list-style-type: none">1. Accurate and precise2. It is a permanent record3. It is a legal document4. It can reach a large number of people simultaneously5. It helps to fix responsibility6. It is form and authoritative	<ol style="list-style-type: none">1. It is time consuming2. It is expensive.3. Quick clarification is not possible4. Risk of leaking out

ORAL COMMUNICATION

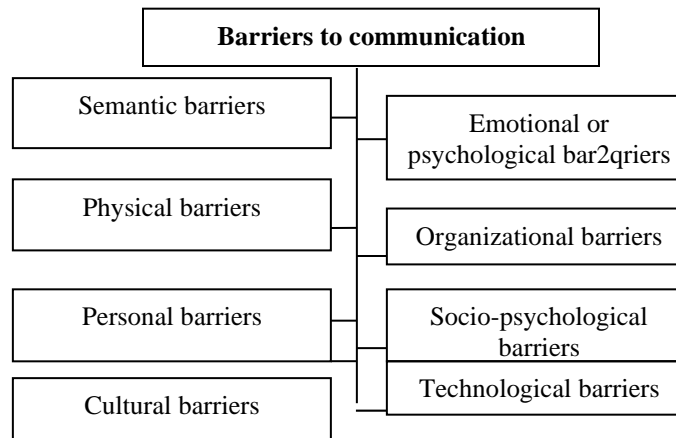
MERITS	DEMERITS
<ol style="list-style-type: none">1. Saves time2. Saves money3. Immediate feedback4. More effective with groups5. Good for informal relationships	<ol style="list-style-type: none">1. Unsuitable for lengthy messages2. No legal validity3. Greater chances for misunderstanding4. Not easy to fix responsibility

Gestural Communication.-Face to Face Communication:



Merits	Demerits
<ol style="list-style-type: none">1. Helps to communicate better2. Suitable for discussions	<ol style="list-style-type: none">1. Difficult to practise in large scale organisations2. Not effective in large gatherings

BARRIERS TO COMMUNICATION



1. Semantic barriers

The obstructions that come in the process of encoding or decoding the message are known as semantic barriers. The use of different languages, different interpretations of different words and symbols, poor vocabulary and poor grammatical knowledge are some of the semantic barriers.

2. Emotional or psychological barriers

These arise from motives, attitudes, judgment, sentiments, emotions and social values of participants. These create psychological distance that hinders the communication, or party filters it out, or causes misinterpretation, thereby making the communication inadequate.

3. Physical barriers

Communication is a two-way process, and distance between the sender and the receiver of the messages is an important barrier to communication. While some cannot be controlled because they are in the environment; some can be controlled by the management.

4. Organizational barriers

The barriers, which are related to the functioning of the organization, are known as the organizational barriers. This is a type of barrier which occurs in an organization when there is communication between the members of the organization.

5. Personal barriers

As communication is basically an interpersonal process, many personal factors inherent in the sender and receiver influence the flow of communication. There are a number of personal barrier to communication that employees experience on an individual level, whether it has to do with perceptions of their own skills and abilities or a reaction to the personalities and values of those around them.

6. Socio-psychological barriers

Problems of understanding, interpretation and response to communication arise from our socially-learned attributes and partly from our personal attributes. These are called socio psychological barriers.

7. Cultural barriers

Culture is one of the biggest barriers while communicating on an international level. Effective communication indulging the audience of different cultures is challenging. The cultures provide the people with the way of seeing things, way of thinking, hearing and interpreting the world.

8. Technological barriers

Technology can either facilitate communication or act as a barrier; sometimes it can do both at the same times. Although technology improved communication process in various ways but inspired of its technology can also act as a barrier of communication.

PRINCIPLES OF EFFECTIVE COMMUNICATION

For effective communication you need to apply certain communication principles. The following are the 7C's to be followed to make ir communication effective.

Completeness

Completeness means quantum of information needed for making a message complete and business message is "complete" when it has all the necessary information which is required for the receiver of the message to act in a particular way

Conciseness

Conciseness means the ability of conveying what you have to say in the minimum possible words.

Consideration

Consideration means that you should prepare every message by keeping recipient in mind and by putting yourself in his or her place

Concreteness

Communicating with concreteness means being specific, definite and vivid rather than vague and general regarding the issue under discussion.

Clarity

Clarity means designing and getting your message across in such a manner that the receiver understands your message as you intended him to understand

Courtesy

Communication is an activity of mutual give and take of ideas and information. And in business communication, almost everything starts with and ends in courtesy. If you want the receiver to be polite and to listen, you must be willing to extend the same courtesy to the receiver.

Correctness

Correctness is understood in terms of the appropriate choice of words and tone for communicating the message as well as the correctness of the information. The correctness principle comprises more than proper grammar, punctuation, and spelling. One should use right level of language and accuracy of facts, figures and words.

The contents in this E- Material has been taken from the text and reference books as given in the syllabus.