

**RKDF UNIVERSITY  
BUSINESS COMMUNICATION  
BBA – SEMESTER-I**

**UNIT - I**

**INTRODUCTION**

The word communication originates from the Latin word “*communis*”, which means “common” and the word business stands for any economic activity which is undertaken with a view to earn profit and the communication undertaken in the process of this activity is termed as "business communication.

**DEFINITION**

Communication is a process of passing information and understanding from one person to another.

**eith Devis** Communication is generally defined as the activity of conveying information. Communication has been derived from the Latin word "communis", meaning to share.

**ikipedia** Communication is something people do. To understand human communication process, one must understand how people relate to each other.

**Wilbur Schramm**

**MEANING**

Communication is defined as “The flow of material information perception, understanding and imagination among various parties”.

Business includes those organizations, which are engaged in the production and distribution of goods and services to earn profit. Therefore Business communication means, “Flow of information, perception etc. either within a business organization or outside the organization among different parties”.

**Importance of Business Communication**

- Persuasion is one of the factors of marketing communications. Persuasion is the main reason companies engage in marketing: to persuade their target audience to take action, as in, buy their product or subscribe to their services, make a phone call, or donate money.
- marketing communication is goal oriented, as the predetermine objective helps to create effective marketing communication strategy.
- Every successful marketing communications helps plan the marketing message at every contact point that are received by the target audience. **K**
- It facilitates in controlling the performance and take necessary remedial actions on the basis of feedback information from them.
- Communication creates a meeting of minds and improve industrial relations. It helps to develop mutual co-operation and understanding thereby improving industrial productivity. **W**
- Communication is indispensable for every organization to develop and maintain reputation or goodwill with its customers, investors, dealers, suppliers etc.

**Principles and Nature of Communications**

The transmission of any meaningful message is communication. It is as natural a phenomenon as existence itself. Whether we recognize it or not, we have no option but to communicate. Then we here stands for all things living. A baby cries to convey its hunger. A dog barks to warn his master of an intruder. Corporate organizations which, after all, consist of the human element, use information- based systems like Management Information System

(MIS), Decision Support System (DSS) and Strategic Information System (SIS) to run businesses successfully.

This is what communication is all about. Communication is an integral part of human existence. Communication contributes enormously to the success or failure of every human activity. Communication is essentially the ability of one person to make contact with another and to make himself understood.

Since man is a social animal, it is vital that he express his feelings and emotions, receive and exchange information. It is here that communication comes into play.

In case of organizations, it becomes even more important as people working in different departments have to achieve common objectives. The working of inter-personal relationships is possible only through communication.

Apart from binding its various components internally, communication is what links an organisation with the external world. Thus, communication is regarded as the foundation of a successful organisation. No group can exist without communication.

Communication has a significant impact on the ultimate potency of an organisation. It is only through communication that ideas, information, attitudes or emotions get conveyed from one person to another. At the individual level also, effective communication skills are responsible for success. According to a survey of America's most successful

managers by a leading American magazine, Fortune, excellent communication skill was one of the prime determinants of success.

A business Organization is a group of people associated to earn profit. Various kinds of activities have to be performed by the people of an organization so as to earn profit. Business Communication is known as back bone of any Organization thus various activities in business need an effective and systematic communication. Without efficient communication, one cannot even imagine to do work and hence will be unable to earn profit. Since the aim of business organization is to earn profit, the organization will die without profit and this death is a result of the absence of communication. This is why communication is called life blood of a business organization. We can prove this statement more clearly through following points.

#### **ELEMENTS IN COMMUNICATION**

1. **Sender:**

Someone who is sending the message to someone else. For example, in an ad the brand being advertised is 'Pantaloon'. Naturally, the maker of this brand is the sender of the advertising message.

2. **Encoding:**

When we address someone, we use language, visuals, body gestures, etc. to communicate. All these are called symbols. The process of putting our thought into symbolic forms is called encoding. In a following Ad, you see a face full of wrinkles. Then you read the headlines which simply say: "Wrinkle free." This process of communication is called encoding.

3. **Message:**

The symbols themselves constitute the message. Hence, the visuals, headlines body copy, tag line, brand name, logo, etc., are all parts of the message. If you have already heard the name of 'Pantaloon', then the message being given to you is that are dealing with a known company.

4. **Media:**

The channels used for sending the message across to the receiver (customer) is called medium (or media; note that media is also singular). This Ad has appeared in the print media (just for the sake of knowledge, TV is an audio-visual medium, radio is an audio medium, etc. You will learn more about media in the second year). An individual member of the medium is called a vehicle. Here, India Today is the vehicle. A vehicle is the carrier of the message.

5. **Decoding:**

Once we receive the message, we start interpreting it. For example, when you look at the wrinkled face shown in the Ad, you realize how bad it looks. The implication is that your clothes will also look as bad if they were not wrinkle free. Likewise, there are visuals of a shirt and a pair of trouser. These immediately give you the message that the Ad is perhaps for readymade clothes. At the bottom, the message given is that the brand is available at various cities and Pantaloon Shoppes.

6. **Receiver:**

A receiver is one who reads/listen hears the message of the communicator. For example, any reader of India Today who is likely to see this Ad, is the receiver of the message. It may be noted, however, that the communicator (in our example, the manufacturer of Pantaloons) is not interested in just any receiver (i.e. any reader of India Today) but only those who would be interested in using his product. Thus, if never wear trousers, then the company will not be interested in me.

7. **Response:**

After having read the ad, I will react to the message. My reaction (alternatively known as response) could be objective (if I accept what the sender of the message is saying) or negative (If I don't accept the message). For example, the body copy in the Ad says: "Pantaloons presents T 2000...." I may get impressed by the fact that the range has T 2000 choices available! But I may also reject the claims made in the body copy in case I find them unbelievable.

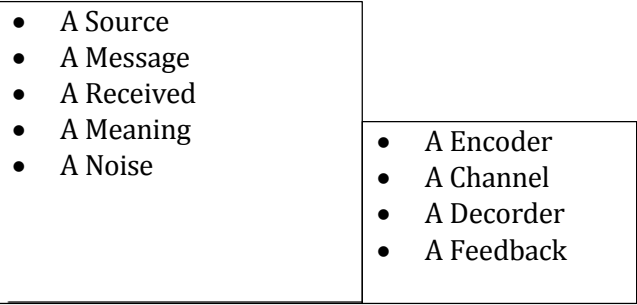
8. **Feedback:**

Every communicator waits to know whether the message (a) has reached the target audience or not, and (b) whether it has been accepted or not. In other words, one waits for feedback from the audience. The most desirable form of feedback from the marketer's point of view, of course, would be the purchase of the product by the customers. Thus, after this Ad is released in the media, if the sale of such trousers goes up significantly, the feedback is said to be positive. Similarly, if the company conducts a surveys and questions about the intention to buy; and customers say that they will buy the brand, again, the feedback is positive.

## **PROCESS OF COMMUNICATION**

The process of communication involves two or more persons participating through a medium that carries the information or message for a particular purpose which is mutually understood by both the sender and receiver. Only when these conditions are fulfilled, a significant communicative situation will take shape

The following nine components are included in Process :



- Goal conflict
- Culture
- Offensive style
- Social; Psychological barriers.
- Time distance

**Barriers** — No matter how good the communication system in an organization is, unfortunately barriers can and do often occur. This may be caused by a number of factors which can usually be summarized being as due to physical barrier, languages, and organizational, emotional, personal barriers.

A communication becomes successful only if the receiver understands what the sender is trying to convey. When your message is not clearly understood, you should understand that you should understand that your message is facing a barrier.

1. **Physical barrier** - Physical barrier in an organization includes large working areas that are physically separated from others.
  - Marked out territories, empires into which strangers are not allowed
  - Closed office doors, barriers screens, separate areas for People of different status.

**Commonly Experienced Barriers**

- Noise
- Emotions.
- Lack of planning
- Filtering information
- Wrong & unclarified assumption
- Loss by transmission

**Barriers to Communication**

**Physical barriers may include –**

- Noise
  - Physical Distance
  - Improper Time
  - nformation Overload
2. **Language barrier** - The barrier created due to the improper of language, words, phrases, etc.
    - Variety of Meaning. : For example: a person may be present at function and receive a present and present some thoughts on budget.

**2. Cultural barrier —**

- Values & norms
- Non verbal communication
- Social relationship
- Perception
- Concept of time
- Use of voice
- Concept of space
- Specialist language
- Thinking process
- Appearance (we react unconsciously to the biological

Appearance color & texture of skin, color eyes of Body structure, way of dressing etc.)

**Organizational barrier:** The factors internal to the organization which adversely affect the flow of communication are called on barriers.

### This includes —

- Organization polity
  - Complex organizational structure
  - Rules and regulations
  - Facilities
  - Status difference
  - Wrong choice of channel –
1. Psychological or emotional or perceptual barrier & Personal
- One of the chief barriers to open & free communication is the psychological or emotional barrier. It is comprised mainly of fear, mistrust & suspicion. The roots of our emotional mistrust of others lie in our childhood & infancy when we were taught to be careful for what we said to others.

### This included –

- Selective listening,
- Lack of ability to communicate
- Premature evaluation
- Psychological & emotional barriers
- Inattention
- Difference in speed of talking & listening.
- Emotional attitude,
- Inferring.
- Defensiveness :( fear of boss)
- Barriers, due to resistance to change,
- Status block
- Self centered attitude
- Lack of trust & confidence.
- Attitudinal clash with sender
- Group identification (belonging to a group like family locality, city, our religion group, age, group, nationality, economic group ) we tend to reject an idea which goes against the interest of the group.

### How to overcome communication barriers –

- Shortening the line of communication
  - Use of simple and meaningful language.
  - Developing patience to listen & understand others
  - By avoiding pre-mature evaluations
  - Keeping it short.
  - Giving due importance to gesture & tone
  - Utilizing the feedback
- 
- Developing mutual trust
  - Co-ordination
  - More use of informal & face-to-face talks
  - By communicating so as to express & not to impress
  - The communication audit
  - By having a personal touch in communication

# UNIT II & III

## ORAL COMMUNICATION

**Oral communication** is the process of verbally transmitting information and ideas from one individual or group to another. Oral communication can be either Formal or Informal. Examples of informal oral communication include:

- Face-to-face conversations
- Telephone conversations
- Discussions that take place at business

meetings More formal types of oral communication

include:

- Presentations at business meetings
- Classroom lectures
- Commencement speech given at a graduation ceremony

With advances in technology, new forms of oral communication continue to develop. Video Phones and Video Conferences combine audio and video so that workers in distant locations can both see and speak with each other. Other modern forms of oral communication include Podcasts (audio clips that you can access on the Internet) and Voiceover Internet Protocol (VoIP), which allows callers to communicate over the Internet and avoid telephone charges. Skype is an example of VoIP.

### *Advantages of Oral Communication*

- There is high level of understanding and transparency in oral communication as it is interpersonal.
- There is no element of rigidity in oral communication. There is flexibility for allowing changes in the decisions previously taken.
- The feedback is spontaneous in case of oral communication. Thus, decisions can be made quickly without any delay.
- Oral communication is not only time saving, but it also saves upon money and efforts.
- Oral communication is best in case of problem resolution. The conflicts, disputes and many issues/differences can be put to an end by talking them over.
- Oral communication is an essential for teamwork and group energy.
- Oral communication promotes a receptive and encouraging morale among organizational employees.
- Oral communication can be best used to transfer private and confidential information/matter.

### *Disadvantages/Limitations of Oral Communication*

- Relying only on oral communication may not be sufficient as business communication is formal and very organized.
- Oral communication is less authentic than written communication as they are informal and not as organized as written communication.

- Oral communication is time-saving as far as daily interactions are concerned, but in case of meetings, long speeches consume lot of time and are unproductive at times.
- Oral communications are not easy to maintain and thus they are unsteady.
- There may be misunderstandings as the information is not complete and may lack essentials.
- It requires attentiveness and great receptivity on part of the receivers/audience.
- Oral communication (such as speeches) is not frequently used as legal records except in investigation work.

### **Nature and Characteristics of Oral Communication**

☐ Oral communication does not require much planning. It requires appropriate Para-linguistic features like tone, pitch, register, facial expressions, gestures and body language. Effective oral communication depends on purpose of the message.

☐ For oral communication to be effective, it should be clear, relevant, tactful in phraseology and tone, concise, and informative. Presentations or conversations that bear these hallmarks can be an invaluable tool in ensuring business health and growth. Unclear, inaccurate, or inconsiderate business communication, on the other hand, can waste valuable time, alienate employees or customers, and destroy goodwill toward management or the overall business.

### **The importance of oral communication in business are discussed below:**

- ☐ Oral communication should be used because it is simple, faster, informal, more direct and more personal. It saves more time and creates efficiency.
- ☐ In oral communication, there are no formalities of using pen, paper, stamps, etc. and waiting endlessly for the response. Thus, even most personal and confidential matters can be placed before the receiver in a simple and direct way.

- **Scope of oral communication**

Scope means the possibility of any particular subject in a particular field. It can be understood by dividing in two parts:

- ☐ **Internal (within the organization)**

- ☐ **External (outside the organization)**

- **Scope within the organization**

**The types of oral communication commonly used within an organization include staff meetings, personal discussions, presentations, telephone discourse, and informal conversation.**

- ***Scope outside the organization***

Oral communication with those outside of the organization might take the form of face-to-face meetings, telephone calls, speeches, teleconferences, or videoconferences.

- **Scope within the organization**

The study of oral communication considers the process as essential to facilitate understanding between the speaker and the audience. Thus, Therefore, oral communication is understood as that dynamic and systematic process of sharing meaning and understanding the meaning through verbal and non-verbal exchange between individuals in interaction within a given context.

The channels or methods of oral communication may be classified broadly in two categories: non-mechanical channels and mechanical channels which are described below:

#### **A. Non mechanical channels**

- **Conversation:** conversation means the informal discussion among the people. When one person discusses his views, opinion to another person and exchanges their views in the presence of both then it is called face to face conversation. It also includes the face-to-face discussion on a particular issue. In this method both the information receiver and sender can exchange their views freely and fairly.
- **Interview:** It suggests a meeting between two or more persons for the purpose of getting a view of each other or for knowing each other. When we normally think of an interview, we think a situation in which an employer tries to size up an applicant for a job. The employer's aim is to know whether the applicant can be fit for service to this organization and the applicant's aim is to find whether the job being offered by the organization can be suitable to him. Its first, the speaker asks questions to the listener and then the listener answers the question. There are three major techniques of interview. They are as follows:
  - Direct questioning
  - Non-directive interview and
  - Guided interview
- **Speech:** Speech means what the speaker says in front of the audience. It is fully audience-oriented system. Generally the political leaders, the managers, the business man or the workers' leaders use this system sometimes. It can build tension or it can relax tension. This system is practiced in public gathering at company meetings, inauguration and seminars etc. It needs to considerable skills otherwise it is not effective.
- **Group discussion:** Group discussion is a popular method of oral communication. Management arranges group discussion to take a decision on a special matter. Group discussion is very helpful to human relation, idea getting an idea development and training.
- **Formal training courses:** Effective communication can be performed through formal training courses. It is a wide used technique of oral communication. Both the trainer and the trainee can exchange their views directly.



- **Meeting:** Meeting means the formal group discussion about a specific predetermined topic or subject. Meeting members get together and discuss about a problem or issue or a special matter. There are several types of meeting such as –
  - Security meeting
  - Minutes meeting
  - Social meeting
  - General meeting itself
- **Counseling:** Counseling is an effective medium of **oral communication**. Generally it is held yearly or bi-yearly. It is adopted by the higher authority for their followers.
- **Committee:** Committee is an organization. The committee meeting is a popular technique of oral communication. A special decision is taken through face to face discussion of a committee meeting.
- **Special prize-giving ceremony:** Sometimes the businessmen can meet with others arranging a special prize giving ceremony for the workers. In this ceremony the businessmen can exchange their views and ideas orally.
- **Conference:** Conference is a kind of meeting at which participants exchange views and talk together. A conference may be held to exchange views on some problem being faced by the organization or some other issue related to it and it may even suggest a solution but the suggestions from a conference are not binding. They are more in the nature of the recommendation.
- **Lectures:** Lecture is used to create an understanding of a topic or to influence behavior, attitudes of the trainee through spoken words. The lecture is telling someone about something. The method is an effective way to introduce new information or concepts to a group of learners who gathered at one place. A lecture is given to enhance the knowledge of the listener or to give him the theoretical aspect of a topic.
- **Informal communication:** Informal communication is another technique to exchange information orally. It can be occurred in the playground, tea table etc. In those situations both the boss and subordinate can exchange their views informally.
- **Others:** Invitation to a lunch, Brainstorming, Advisory board, Inspection of factory and office.

## **B. Mechanical channels**

*Telephone:* Telephone set is an instrument that converts voice and other sound signals into a form that can be transmitted to remote locations and that receives and reconverts waves into the waves into sound signals. The telephone plays a vital role in communication when the two persons stay in different places they communicate with each other by telephone. Their exchange information and their views and immediate feedback are possible under this system. Now-a-days we can see that every organization is using the telephone to exchange the information and views orally.

- **Mobile or cell phone:** A mobile phone (also known as a cellular phone, cell phone and a hand phone) is a portable telephone that connects to the telephone network over the radio wave transmission. It connects to a wireless communications network through radio wave or satellite transmissions.
- **Radio:** Radio is the indirect media of oral communication. It is a one-way communication system. The receiver can only hear the message from the sender. The receiver cannot reply.

- **Television:** Television is also the indirect media of oral communication. It is a one-way communication system. Here, receiver cans here the messages and side by side see the sender. The receiver cannot reply.
- **Video conference:** Video conference is a kind of teleconferencing communication where people staying in different corner or locations and participate in a face-to-face group meeting or group discussion through the help of electronic video camera technology.
- **Teleconferencing:** Teleconferencing is a kind of communication where people staying in different corner or locations and participate in group meetings or group discussion through electronic telephone technology.

## *Teleconferencing*

It means meeting through a telecommunications medium. It is a generic term for linking people between two or more locations by electronics. There are at least six types of teleconferencing: audio, audiographic, computer, video, business television (BTV), and distance education. The methods used differ in the technology, but common factors contribute to the shared definition of teleconferencing:

- Use a telecommunications channel
- Link people at multiple locations
- Interactive to provide two-way communications
- Dynamic to require users' active participation

### *Types of Teleconferences*

**Audio Teleconference:** Voice-only; sometimes called conference calling. Interactively links people in remote locations via telephone lines. Audio bridges tie all lines together. Meetings can be conducted via audio conference. Preplanning is necessary which includes naming a chair, setting an agenda, and providing printed materials to participants ahead of time so that they can be reviewed.

Distance learning can be conducted by audio conference. In fact, it is one of the most underutilized, yet cost effective methods available to education. Instructors should receive training on how to best utilize audio conferences to augment other forms of distance learning.

**Computer Teleconference:** Uses telephone lines to connect two or more computers and modems. Anything that can be done on a computer can be sent over the lines. It can be synchronous or asynchronous. An example of an asynchronous mode is electronic mail. Using electronic mail (E-Mail), memos, reports, updates, newsletters can be sent to anyone on the local area network (LAN) or wide area network (WAN). Items generated on computer which are normally printed and then sent by facsimile can be sent by E-Mail.

Computer conferencing is an emerging area for distance education. Some institutions offer credit programs completely by computer. Students receive texts and workbooks via mail. Through common files assigned to a class which each student can assess, teachers upload syllabi, lectures, grades and remarks. Students download these files, compose their assignment and remarks off-line, then upload them to the common files.

Students and instructors are usually required to log on for a prescribed number of days during the week. Interaction is a large component of the students' grades.

Through computers, faculty, students and administrators have easy access to one another as well as access to database resources provided through libraries. The academic resources of libraries and special resources can be accessed such as OCLC, ERIC, and Internet.

Administrators can access student files, retrieve institutional information from central repositories such as district or system offices, government agencies, or communicate with one another. Other resources can be created such as updates on state or federal legislation.

**Video Teleconference:** Combines audio and video to provide voice communications and video images. Can be one-way video/two-way audio, or two-way video/two-way audio. It can display anything that can be captured by a TV camera. The advantage is the capability to display moving images. In two-way audio/video systems, a common application is to show people which creates a social presence that resembles face-to-face meetings and classes and enables participants to see the facial expressions and physical demeanor of participants at remote sites. Graphics are used to enhance understanding. There are three basic systems: freeze frame, compressed, and full-motion video.

Video conferencing is an effective way to use one teacher who teaches to a number of sites. It is very cost effective for classes which may have a small number of students enrolled at each site. In many cases, video conferencing enables the institution or a group of institutions to provide courses which would be canceled due to low enrollment or which could not be supported otherwise because of the cost of providing an instructor in an unusual subject area. Rural areas benefit particularly from classes provided through video conferencing when they work with a larger metropolitan institution that has full-time faculty.

Through teleconferencing, institutions are able to serve all students equitably.

## *Press conferences*

Press conferences are an indispensable tool for getting media attention. They can be organized by campaigners to present issues related to the campaign to journalists.

When can a press conference be useful?

If the stories to be told at the press conference are of major social interest, and perceived as such by media representatives.

If there is something important to announce, preferably linked to a significant event, e.g. at the launch of a national campaign, or when the campaign has achieved a significant milestone, e.g. a draft law on domestic violence is scheduled for discussion in parliament.

If a prominent individual (politician, celebrity) is present at a campaign event.

If there is an issue related to or associated with the campaign that receives media attention. In this case, the press conference should take place quickly after the fact in order to sustain attention, correct misconceptions if any, and reinforce key messages.

### *Steps for planning a press conference*

Start planning several weeks before the press conference is to take place.

#### 1. Define the message

Your message should be summarized in 3-5 key points. If a date, a time, an address or phone number, or other specific information is part of the message, state it more than once, and display it prominently in your press kit. Double- or triple-check any such information.

#### 2. Schedule the date and time.

Ensure the date and time for the press conference does not conflict with other press events or media deadlines. Check with the local media and the wire services about such deadlines/events. Also, find out what the 'slower' news days in a week might be, then try to have your press conference on a "slower" day. For example, in the USA, Tuesdays, Wednesdays and Thursdays are the best days for press conferences, as they are generally considered "slower" news days (barring any sudden or last minute news events). In many countries, the best time to schedule your press conference is between 10:00 a.m. and 11:00 a.m., to ensure maximum coverage by the media. In some countries, breakfast briefings earlier in the morning could also be useful to offer to attract media attendance.

#### 3. Pick the site.

Choose a location for the press conference that is easy to reach and not too far for reporters to travel. Ideally, the site should offer visual interest and relationship to the topic – e.g. a government building, a courthouse, or a local clinic. Choose a place with little background noise (e.g. from traffic, telephones, aircraft), and which has adequate electrical outlets and extension cords for lighting and other purposes.

#### 4. Select and train participants.

Speakers must be knowledgeable and articulate. They should be able to handle press questioning and scrutiny as well. People with high credibility, such as local politicians, the director of a well-known organization, a physician or a judge may make effective spokespeople. Firsthand testimony from people affected by the issue can be extremely powerful and convincing. If survivors of VAW are to give any testimonies at a press conference, ensure they are psychologically ready for it, and that ethical rules are strictly followed. Plan for any difficulties that may arise for them during the event.

Tips for participants:

- Be clear and concise – avoid using jargon, rhetoric, digressions or inflammatory language.

- Assume the audience is intelligent – avoid sounding patronizing.
- Do not fiddle with or clutch anything – it’s distracting and makes you appear nervous.
- Appearance counts – participants should be dressed neatly and appropriately for the occasion.
- Always tell the truth. If you do not know the answer to a question, say so. Do not exaggerate or give figures that aren’t backed up by evidence, and do not state opinions as facts.

Find a moderator who is experienced with the press and the issue. She or he will facilitate the press conference by introducing the issue and participants. The moderator also directs questions to the appropriate participants. If you are inexperienced with press conferences, attend the press conference of a different group to familiarize yourselves. Conduct a dress rehearsal, i.e. a private simulation of the real press conference. Speakers should have scripts to memorize the 3-5 key points, and to ensure they speak no longer than 3-5 minutes each. During the rehearsal, get someone from your group to ask challenging questions in preparation for difficult situations at the real press conference.

A suitable response to a tough or misguided question might be, "That's a good question, but it is not within the scope of this press conference. Our focus today is on..." If the question is legitimate but you do not know the answer to it, call on someone else from your group, or check out the answer and get back to that reporter later.

#### 5. Contact the media.

Create a comprehensive mailing list of reporters and editors at television stations, news directors at radio stations, and at major newspapers, editors at weekly newspapers and news wire services. Make sure you include reporters who may have covered the issue in recent months. Mail your press advisory about one week ahead of time to the media, and then again on the day before the meeting.

#### 6. Follow up with the media.

Follow up your press advisory with phone contact to the major media outlets on the third day after you sent it, and a second time the morning of the press conference.

#### 7. Develop a press kit and prepare a sufficient number of copies

#### 8. Prepare the room

- Check the location of electrical outlets for microphones and lights
- Set up the room with a table long enough to seat all your spokespeople, with name cards
- Provide enough seating in the room for reporters, and room for their equipment
- Display visuals as a backdrop to your speaker's table, e.g. charts and posters.

- Have a sign-in pad for attendance
- Have coffee, tea, water, and any other refreshments set up

### *After the Press Conference*

Contact representatives of the major media outlets represented. If you can have a conversation, they'll remember you when they need information about your issue. By looking through your attendance register, you should be able to determine which major media were not represented. Deliver a press release and press kit to these people, send a recording of the event, or schedule an interview with a reporter and one of the press conference speakers.

Review the press conference with others from your organization that attended. What went well? What could you have done better? And how will you improve the next press conference you hold?

## *Meetings*

A formal meeting is a pre-planned gathering of two or more people who have assembled for the purpose of achieving a common goal through verbal interaction. Formal meetings are characterised by their predetermined topics, a set of objectives and formal notices. These meetings are held at a specific time, at a defined place and according to an agreed agenda. Formal meetings are typically lead by a chairperson with the discussions and agreements recorded in a written form known as minutes. A formal meetings is also known as a board meeting, a committee meeting, a caucus meeting, a conclave, a congress, a council meeting, a stockholders meeting as summit meeting or a symposium.

What is the purpose of a formal meeting?

The purpose of a formal meeting is to discuss the list of predetermined topics and address the set of objectives, and make decisions relating to them. Formal meetings are a requirement of some companies to promote transparency and accountability. These meeting allow proper discussions to be taken about issues within the company.

What are the different types of formal meetings?

Annual General Meeting – These are usually a requirement of a company. Employees and Shareholders will meet to discuss progress in the past year, and what to do in the next one.

Planning Meetings – Groups will gather together to plan what to do and how to do it.

Review Meetings – Participants will gather to discuss what has been done, how successful it was and whether it could have been done differently.

## *Group Discussion*

A *discussion group* is a group of individuals with similar interest who gather either formally or informally to bring up ideas, solve problems or give comments.

### *Advantages*

#### **1. More information:**

A group is better equipped as far as information is concerned.

An individual cannot have all the information that is available to a group as it consists of several individuals.

#### **2. Diversity of views:**

A group always has the advantage of varied views. This is because a group always has more than one member, and since every member is unique, there is bound to be a variety in their views also. This is also the reason why there are varied approaches to solving a problem. As group decisions tend to cover a greater area, they provide a better insight for decision- making.

#### **3. Greater acceptability:**

The views expressed by a group have more acceptance than those from an individual. This is because the decisions are not imposed, but are part of a larger consensus (general agreement). A group decision is automatically assumed to be more democratic, and the decision of an individual can be perceived as being autocratic (dictatorial).

#### **4. Expert opinions:**

There may be some group decisions that require expert opinion. The group can either include experts or can call them from outside to form a separate group to take a decision on a particular issue.

#### **5. Degree of involvement:**

The members of a group feel involved with a given problem. This minimizes their resistance. It strengthens an organisation and facilitates decision-making.

#### **6. Encourages people's participation:**

A group usually provides a platform for people to present their ideas. Group dynamics is more likely to draw out participation from people who may otherwise be hesitant to talk or interact. It encourages people to take an initiative as they feel part of the decision-making process.

Usually there is no individual onus (burden) in the event of failure, which makes it easier for people to come up with suggestions and solutions to problems.

### ***Disadvantages:***

#### ***1. Time-consuming:***

A group involves several individuals. Getting them organised, planning and coordinating their meetings, defining and explaining to them the purpose of a meeting and the goals, and finally reaching a solution or arriving at a decision can be quite cumbersome. Making decisions in a group can, thus, be time-consuming. The time loss involved in group dynamics cannot be ignored.

#### ***2. Lack of onus:***

It is difficult to fix responsibility in a group. In an organisation, it is often essential to fix responsibility before a problem can be solved. It is difficult to do so if anything goes wrong with a decision made by a group.

#### ***3. Individual domination:***

Quite often, discussions in a group are dominated by a few members. Although a group discussion means a collective discussion, some people usually manage to usurp (draw to them) a position of informal leadership owing to their personality or style of participation.

This position can also be because of the position held within the organisation or simply because of self-confidence generated by previous experiences. Sometimes only a few individuals dominate and the others fade away in a group, thereby defeating the very purpose of group discussion.

#### ***4. Compromise decisions:***

The need to arrive at a group decision sometimes results in a compromise. The solution offered is not essentially the best. It is, instead, a compromise acceptable as a mid-point to all



concerned. There are different demands and social pressures, and members may agree to a proposal without really evaluating it. Such support may not be wholehearted.

### **5. Expensive:**

Group decision-making is quite expensive in terms of time, money, energy and man-hours. There is also a theory which says that the larger a group gets, the less is the individual contribution from each member.

### **6. Groupism:**

The very word has negative connotations. Some members of a group may start harbouring a feeling that they are different from the others. This actually leads to informal groups within the larger formal group, which may generate negative sentiments towards other groups or people outside the group.

### **Grapevine communication**

Informal communication is also known as grapevine communication because there is no definite route of communication for sharing information. The most informal communication system of an organization is **grapevine communication** system. **Grapevine network** is commonly criticized for its widely features. According to Prof. **J. W. Newstrom and others,**

"Grapevine has three main characteristics--

1. It is not controlled by management.
2. It is perceived by the most employees as being more believable and reliable.
3. It is largely used to serve the self-interest of those people within it."

Now features of grapevine can be discussed in the following manner:-

**1. Flexibility:** There is no formal control on grapevine. For this reason, It is more flexible communication system than any other ways of communication.

**2. Lack of control:** Actually, there is no managerial control over the grapevine communication system. It is grown by itself.

**3. Rapid communication:** Grapevine communication system is more faster than other formal or informal channels of communication.

**4. No record:** We can't keep any documentary record or evidence of grapevine communicationsystem that can be shown or produced as future reference.

**5. Used for self-interest:** As grapevine communication system is produced by gossip and rumor, It is basically used for self-interest of the employees of an organization.

**6. Popular among employees:** This communication system is much popular among the employees than other formal or informal channels.

**7. Distortion:** Distorting of real message is one of the major features of grapevine communication system. In this communication process, information passes rapidly man to man. That's why the information loses its originality.

**8 Spontaneous:** Grapevine is basically spontaneous. It passes rapidly and spontaneously from top to bottom of the organization. Here is no need to make any effort to make it successful.

Advantage of grapevine or informal communication

The advantages of informal communication are given below:

1. **Interpret:** The information is given by the top level management under the formal system. It is easy for the employees to take the explanation by informal system. So this system plays a vital role to complete the work properly.
2. **Present grievance:** Under the informal system the employees disclose their needs, sentiment and their emotions to others authority without feeling any hesitation.
3. **Alternate system:** The management sometimes does not able to reach all information by formal system. Informal system covers the gap or familiarity of formal system.
4. **Improved relationship:** Any problem between the workers and the management can be solved by informal system. So it makes good relationships among the employees and the management.
5. **Increase efficiency:** Under the informal system, the employees discuss their problem openly and they can solve it. For this, the work is done properly and it develops the efficiency of the employee.
6. **Providing recommendation:** In this system the employees inform their superior about their demands, problem and the way to develop the implementation system of the work. As a result it creates an opportunity to send the recommendation to their management.
7. **Flexibility:** Informal communication is more flexible than formal communication because it is free from all type of formalities.
8. **Rapid communication:** Informal communication transmits very fast. Especially miss- information or rumor spread rapidly to others in the organization.
9. **Improve interpersonal relationship:** Cooperation and coordination in informal communication leads to improve interpersonal relationship which is very much essential to carry out the business activity smoothly.
10. **Others:** Improve labor management relationship. Free flow of information. Remove mental distance. Evaluation of employees. Obtain immediate feedback. Reliving frustration. Increasing efficiency. Solution of problems and helping decision-making. Enhance mutual trust etc.

Disadvantages of grapevine or informal communication

The disadvantages of informal communication are as follows:

1. **Distort meaning:** Something the meaning and the subject matter of the information is distorted in this system.
2. **Spread rumor:** In this system, the miss-information or rumor spread rapidly. The original information may be transformed to wrong information.
3. **Misunderstanding:** Under this system, generally, the employees do not obey the formal authorization system. So it creates the opportunity to develop misunderstanding.
4. **Maintaining secrecy is impossible:** In informal communication system maximum communication is made by open discussion. So it is impossible to maintain the secrecy of the information.
5. **Difficulty in controlling:** Under informal communication system no established rules or policy is obeyed. So it is very much difficult to control the information.
6. **Non-cooperation:** Informal communication system sometimes develops the adversary culture among the employees. So they are not to be cooperative with each other and their efficiency may be reduced.
7. **Others:** Providing partial information. Not reliable. No documentary evidence. Damaging discipline. Contradicting to formal information etc.

## *Listening*

Listening is a process of Receiving, Interpreting and reacting to a message received from the Speaker

Types of Listening → Superficial listening → Appreciative Listening → Focused listening → Evaluative listening → Attentive listening → Content listening → Critical listening → Empathetic listening

Superficial Listening } In this type of listening the listener has little awareness of the content what is being said. } The output in this type of listening is zero because the listener tends to ignore the message, and is not able to concentrate on the theme, main points and supporting details of the message.

Appreciative listening } The main purpose of appreciative listening is to get enjoyment and pleasure. } The output may be taking part in the entertainment process.

Focused Listening } It involves listening for specific information. } This is the most common type of listening that we practice in non – formal oral communicative situations.

Evaluative Listening } It involves evaluation of the oral message or commentary and developing a line of thought. } The listener interprets and analysis what he or she listens to in order to understand both the explicit as well as implicit meaning of the oral message . } Thus the main purpose of evaluative listening is to evaluate the content of the oral message to select appropriate information.

Attentive Listening ∞ It demands the complete attention of the listener. ∞ It is basically active and intelligent listening in situations such as group discussions, meetings, job interviews and so on. ∞ The listener pays attention to all parts of the message, that is , the central idea, main points, supporting details, examples and illustrations.

Content Listening- It is to understand and retain the speaker's message. θ You may ask questions, but basically information flows from the speaker to you. θ It doesn't matter that you agree or disagree, approve or disapprove-only that you understand.

Critical Listening → It is to understand and evaluate the meaning of the speaker's message on several levels. → When the purpose is to accept or reject the message or to evaluate it critically. For example: listening to a sales person before making a purchase involves critical listening. Similarly, when you read a book with the objective of writing book review.

Empathetic Listening; When we listen to a distressed friend who wants to share his feelings, we provide emotional and moral support in the form of Empathetic Listening. When psychiatrists listen to their patients, their listening is classified as empathetic listening.

## **Barriers to Listening**

A barrier is anything that gets in the way of clear communication. Below is a list of barriers.

Physical barriers -Physical Barriers consist of any sound that prevents a person from being heard. Physical noise interferes with a speaker's ability to send messages and with an audience's ability to receive them. Examples: whispers, cheers, passing cars or intercom interruptions.

People related barriers:

Physiological barriers. • Physiological barriers arise when the listener suffers from ill health, fatigue, sleeplessness, hearing problems and the like, • It may also arise due to the accent and pronunciation shortcomings of the speaker.

Psychological barriers- Psychological barriers cover the value system and the behavioral aspects. Some examples where listening fails to be effective on account of people related factors are as follows: • The speaker speaks in a shrill voice that does not reach the receiver. • The speaker speaks very rapidly or with an accent that is not clear.

• The receiver of the message does not consider the speaker to be well informed. • The receiver lets the mind wander rather than stay focused on the message. • The listener perceives the speaker to be lacking in depth or not having adequate authority.

Overload of message } It is difficult for the brain to digest the overloaded message. } When the message is lengthy or illogical in sequencing, it becomes more painful to retain the concentration. As a result listening becomes ineffective.

Ego ♣ Thinking that my own ideas are more important than those of other persons or "I am always right" and "the other is wrong" is the major stumbling block in the way of listening. ♣ Listening requires open mind and heart free from negative emotions. ♣ If the mind is closed for the other person's message, there will be no listening."

## *Essentials of Effective Listening*

### **1. Show Respect**

Respect that every human beings are different. Other peoples opinions and stories may be different from ours. Showing respect is essential for effective listening.

### *2. Be sensitive*

Sometimes people just needs someone who can listen to their problems and stories so preaching and acting like a problem expert in this situation can cause deeper problems.

There will be moments you need to be a little more sensitive on what other people think and feel, especially if you want to resolve the problem or save the relationship.

### ***3. Pause***

Learn to leave at least a couple of seconds pause after the speaker talks before giving your reply. On the other hand, before starting a conversation, set a rule or agreement that both sides will let the other person listen first before speaking or replying. This may feel awkward or weird at first but it's an effective way to create a good conversing environment. It will be uneasy at first, but it will be much easier when it becomes a habit.

### ***4. Listen to Understand***

Most of us are listening because we want to have a good reply. This kind of attitude often gives us a problem when it comes to communication. Keep in mind that the most effective conversations are the ones where we've used our ears more than our mouth.

# UNIT IV

## WRITTEN COMMUNICATION

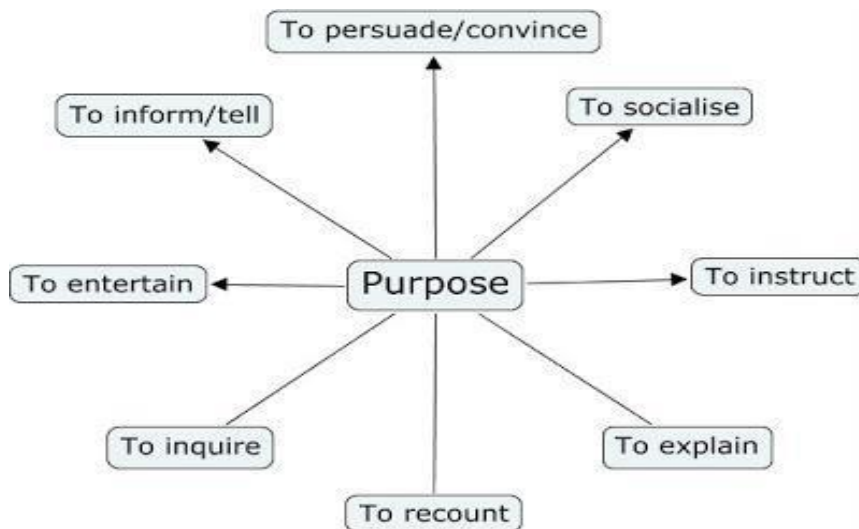
### MEANING OF WRITTEN COMMUNICATION

- Written communication has great significance in today's business world. It is an innovative activity of the mind. Effective written communication is essential for preparing worthy promotional materials for business development.
- Effective writing involves careful choice of words, their organization in correct order in sentences formation as well as cohesive composition of sentences. Also, writing is more valid and reliable than speech. But while speech is spontaneous, writing causes delay and takes time as feedback is not immediate.

### DEFINITION

- **written communication** - communication by means of written symbols (either printed or handwritten). It is letters or symbols that are written or imprinted on a surface to represent the sounds or words of languages

### PURPOSE OF WRITING:



### CLARITY OF WRITING

The clarity of writing can be elaborated as the quality of being clear, in particular Witten content. It is the feature of being coherent (logical) and intelligible.

- Clarity goes beyond a few writing tweak.
- It's a whole new way of thinking and it forces you to think about what you're writing before you start spilling words onto the page.

- It relates to **Know what you want to say.**

## Business Writing: The Importance of Clarity

- ***It is not enough to write so that you can be understood; you must write so clearly that you cannot be misunderstood.*** – Ralph Waldo Emerson
  - Business writing can also smother your audience with an exhausting amount of information that is usually unnecessary or jargon they just don't understand.
  - Using as much precise information as possible in business writing generates reader confidence in not only you but your product and what you have to say.
1. It can make your business much more easy going
  2. Shortcut are a times inevitable in business writing
  3. It created good impression on coworkers and productivity
  4. Its helps in building credibility and increase your value as employees
  5. Its reflect proper professionalism and communication skills

### TIPS FOR CLARITY IN WRITING

- **1) Know what you want to say.**
  - Your subject.** For example, this blog post is about *clear writing*.
  - Your point.** My point in this article is to explain how to write with clarity.
  - Your outline.** An outline is the basic structure of an article.
- **2) Know who you're talking to:** Knowing your audience is an important feature of good writing.
- **3) Define unfamiliar words.**
  - One simple technique to make your writing clear is to explain your terms.
- **4) Create a sentence outline. :** A sentence outline is an outline of your article using complete sentences. When your outline consists of phrases or single words, it's not clear or helpful.
- **5) Write one-sentence paragraphs.:** creating one-sentence paragraphs. Single-sentence paragraphs cause the eye to
  - stop ...
  - read ...
  - and understand.
- **6) Make your sentences short :** Short sentences are easier to Understand. If you try to pack a lot of words into a sentence, you lose clarity.

- **7) Don't use long words.** To impress people? To flaunt your knowledge? To most ordinary people, these words mean nothing.
- **8) Leverage writing tools:** Properly use Grammar. Punctuations and other tools
- **9) Be consistent.** :It's good to be predictable. In fact, that's why people come back to your site -- they know what to expect and how your content will speak to them.
- **Mastering Clarity** :Clarity is a lost art in today's content-saturated world. If you can write more clearly than most people, then your writing will stand out.

#### **PRINCIPLE OF EFFECTIVE WRITING**

- Knowing your objective
- Make a list
- Organize your idea: ( Chronological order, Problem Solution, Question – Answer)
- Back it up with data( facts and information)
- Separate main Ideas
- Use bullets and numbers
- Write complete and short sentences
- Avoid redundancies
- Conclude properly
- Avoid negative approach

#### **WRITING TECHNIQUES**

- Adaptation and selection of words
- Effective sentences
- Developing logical paragraph
- Reader views point to be considered
- Having proper punctuation effects
- Using of quotes
- Having accurate facts and figures

#### **Advantages of Written Communication**

1. Permanent record: Written communication generally services as a documentary evidence. Previous records can be used for future references.

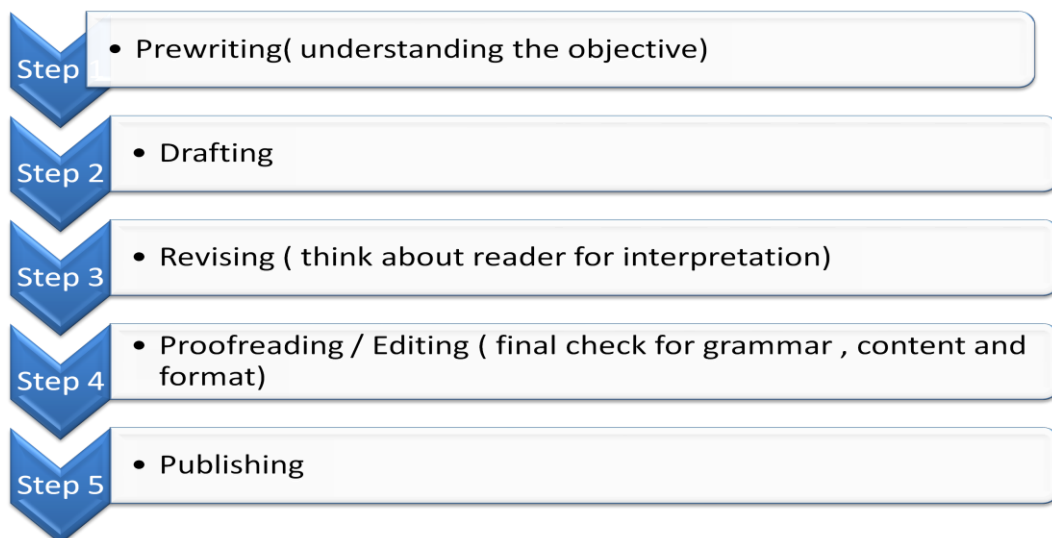


2. Legal acceptance: As written communication kept as permanent record it has legal acceptance in eye of law.
3. Better control: Oral directions sometimes create confusions, but written communication is clear and effective measures for control
4. Provides records and References
5. Develops and Enhance Organizational Image
6. Effective communication mode

#### ■ Demerits of written communication:

1. Does not save on cost
2. Time Consuming
3. Overloading of Paper work
4. Chances of misinterpretation in the absence of receiver
5. Duplicity of work

## Steps Of Writings



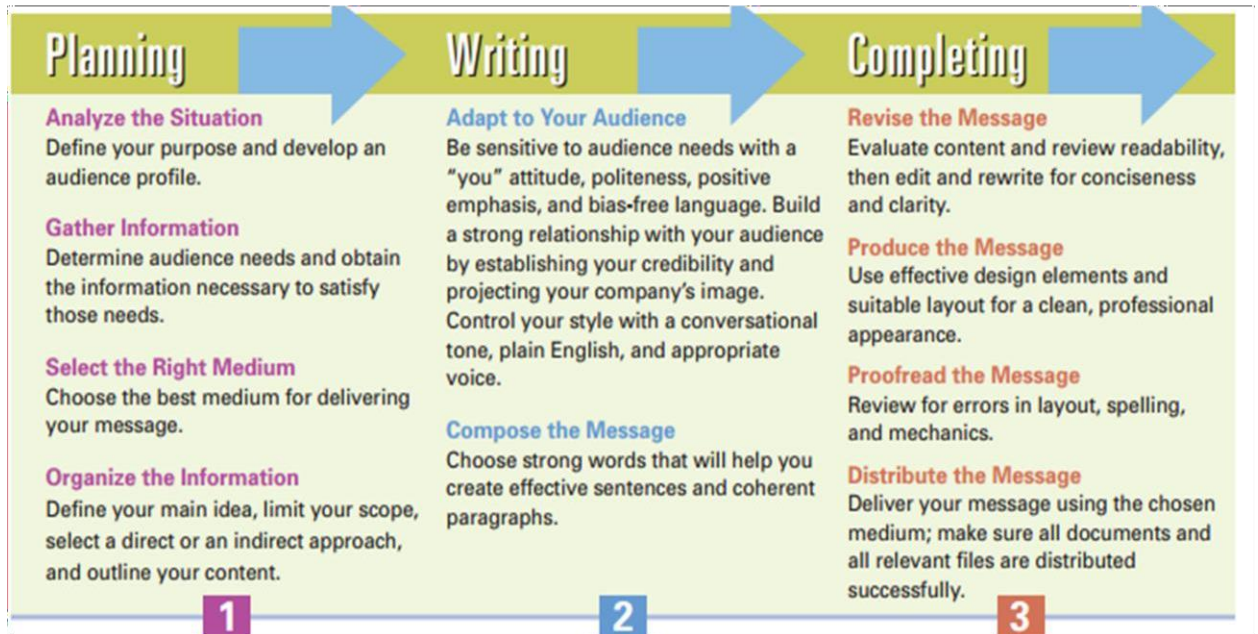
	<b>Steps</b>	<b>Traits (Domains) Involved</b>
<b>Prewriting</b>	<ul style="list-style-type: none"> <li>Analyze the task;</li> <li>Identify role, audience, subject, and purpose;</li> <li>Select organizing pattern;</li> <li>Draft a sentence that expresses your controlling (main or central) idea or point;</li> <li>Jot down what you know about the subject;</li> <li>Free write, make concept map or graphic organizer;</li> <li>Do other prewriting acts (make a list, etc.).</li> </ul>	<ul style="list-style-type: none"> <li>Meaning &amp; Focus</li> <li>Development &amp; Content</li> <li>Organization</li> <li>Style &amp; Language Use</li> </ul>
<b>Drafting</b>	<ul style="list-style-type: none"> <li>Organize main ideas;</li> <li>Develop content (details);</li> <li>Use language appropriate for the audience;</li> <li>Write an introduction that grabs your reader's attention;</li> <li>Write the body and conclusion;</li> <li>Follow your organizing pattern;</li> <li>State your main points, your support, and include significant details;</li> <li>Plan transitions and unifiers;</li> <li>Write effective sentences.</li> </ul>	<ul style="list-style-type: none"> <li>Meaning &amp; Focus</li> <li>Development &amp; Content</li> <li>Organization</li> <li>Style &amp; Language Use</li> </ul>
<b>Revising</b>	<ul style="list-style-type: none"> <li>Review the task;</li> <li>Writer's voice?</li> <li>Audience?</li> <li>Subject (all parts completed)?</li> <li>Purpose?</li> <li>Clear thesis, proofs, and significance?</li> <li>Transitions needed?</li> <li>Proper word choice?</li> <li>Varied sentences?</li> <li>Correct use of grammar, usage, and other conventions?</li> </ul>	<ul style="list-style-type: none"> <li>Meaning &amp; Focus</li> <li>Development &amp; Content</li> <li>Organization</li> <li>Style &amp; Language Use</li> <li>Mechanics &amp; Conventions</li> </ul>
<b>Editing</b>	<ul style="list-style-type: none"> <li>Paragraphing?</li> <li>Grammar?</li> <li>Usage?</li> <li>Punctuation?</li> <li>Spelling?</li> <li>Capitals?</li> <li>Word choice?</li> </ul>	<ul style="list-style-type: none"> <li>Meaning &amp; Focus</li> <li>Development &amp; Content</li> <li>Organization</li> <li>Style &amp; Language Use</li> <li>Mechanics &amp; Conventions</li> </ul>
<b>Publishing</b>	<ul style="list-style-type: none"> <li>Hand to teacher;</li> <li>Submit for scoring;</li> <li>Read out loud;</li> <li>Print in paper or magazine;</li> <li>Publish on the Internet.</li> </ul>	

## **ELECTRONIC WRITING PROCESS**

- Electronic Writing is also known as E –communication or Electronic communication where digital technology is used for writing purpose.
- They are the forms of writing that are informed by new ways of thinking brought on by the way digital technology has impacted our world, i.e. forms of writing that are organized according to the principles of the database, or that work primarily as texts distributed over the internet.
- The electronic media for short business messages include social networking and community websites, emails, instant messaging, text messaging, micro blogging etc. the nine compositional modes are used in electronic communication are conversations, comments and critiques, orientations, summaries, reference materials.
- Key Features
- It use computer or digital platform for writing
- It use software to reduce errors in writing as spelling , grammar, sentence correction.
- More option to enhanced vocabulary is opened with synonyms and antonyms

- Replace the duplicity of word/ sentences.
- Added attribution to writing, fig, graphs, pictures etc

## The three step process



### Why business communication uses Electronic writing?

- To gather market intelligence,
- To recruiting new employees
- To finding business partners
- It has Higher Accuracy
- To fasten the delivery of message
- For socializing the business
- For business communication & promotions
- It provides a chance to build their personal brands by providing expertise and they give the companies a chance to address customer complaints and correct misinformation.

### Tools of electronic writing with their uses in business

- **Blogs** are used in business management and team communication, company news, customer support etc.
- **Email** was taken as a broad range of communication tasks. Accurate fast message are send, official working platform

- **Instant Messages or IM** helps to send rapid messages and it is lower in cost than phone calls and email.
- **Social Networking** sites a chance to build their personal brands association and address customer complaints and correct misinformation.
- **Company websites** : information providing platform, recruiting new employees and finding business partners

## **BUSINESS LETTERS- KINDS – LAYOUT AND PART – ENQUIRY AND REPLY – OFFERS & QUOTATIONS – ORDERS – EXECUTION AND CANCELLATIONS – COMPLAINT LETTERS – CLAIMS AND ADJUSTMENTS – COMMERCIAL TERMS AND ABBREVIATIONS**

### **MEANING OF BUSINESS LETTER:**

Business people have to communicate with the customers, the suppliers, the debtors, the creditors, the public authorities and the public at large as well as among themselves for the purpose of exchanging their views and of sending and receiving information. This is required to initiate, carry out and to conclude transactions.

Communication can be in two ways:

#### **(1) Oral:**

Either face to face or with the help of various machines and

#### **(2) Written:**

By writing letters. This written communication is otherwise called correspondence. The word correspondence has a sense of 'similarity' and 'association' in it. To correspond means to be in conformity or agreement with something or somebody.

Correspondence or written communication may take place between any two persons or parties. Commercial correspondence means correspondence by the business people on matters of commerce.

The word correspondence has a sense of plurality. It means letters or a pair of letters consisting of an original letter followed by a reply. 'A' letter has little value. The communication is complete when a letter is replied, or an action is taken in response to a letter.

### **IMPORTANCE OF BUSINESS LETTER:**

Businessmen must establish contact with the people and then only they can develop their organisations. Importance of communication is very great in business life (Ref. 3.44). There was a time when the size of business was normally small and varied means of communication were not available, direct meetings or face-to-face communication was practiced by the businessmen. Later on, the policy of sending representatives for direct contacts was introduced. All these methods have their limitations.

The importance of business letters as the cheapest and most extensive form of communication was first realised in USA and UK and now this method has been accepted as the best method of communication all over the world. This has been possible with the introduction of ever-growing postal services. In the meantime, standardization of the form and the style of business letters have made them more popular and acceptable by all.

The commercial correspondence has a language of its own which is markedly different from personal letters. Day by day improvements are being made in the form and the style of business letters making them more impressive, meaningful and compact.

A large number of books on the subject are available in the market in the aid of the business world. Invention of different machines for the purpose makes business letters fast in production and in distribution.

It does not mean, however, that other means of communication have been abandoned.

### **ADVANTAGES OF BUSINESS LETTER:**

Communication through letters occupies the largest share in the total volume of communication because of the following advantages:

- (1) Letters are less costly than other means of communication.
- (2) Letters can be sent to long distant places by post within a short time. Of course, letters may be sent by messengers within neighboring areas.
- (3) Letters are drafted after proper thinking and planning and so the subject matter can be presented in a systematic and logical way.
- (4) The ideas conveyed in letters are clear and free from ambiguity.

- (5) The size of a letter may be big or small as required.
- (6) Letters simultaneously provide evidence and exact copies can be retained.
- (7) Same communication may-be made to a number of persons at a time, through duplicating or printing.
- (8) Many unpleasant and delicate matters which cannot be spoken face to face or through mechanical devices can be written in letters in a discreet language.
- (9) Letters are suitable for all types of communication.
- (10) There is standardization in form and style readily acceptable by the business world. Even internationally accepted code language is used.

### **(1) Components:**

A business letter has the following components like any other form of communication. —A writer or corres-pondent—He is the communicator. He has the primarily responsibility to make a letter purposeful and effective.

(a) He must know the form and the style of writing letters. Different types of letters have different styles. The secretary of an organisation, who is in charge of the office including the correspondence department, is supposed

to be well conversant with the art. There are experienced correspondence clerks whose services are utilized for the purpose.

(b) He must have a command over the language and English is the main language used in the commercial world. (The second internationally accepted language is French.)

(c) He must be conversant with the facts on which he is writing a letter otherwise he cannot faithfully express the facts and the viewpoints.

(d) He must also know the technical terms and phrases necessary to be used in particular types of letters. He can take the help of different types of dictionaries available in the market.

(e) He must make planning before he sets forth to write a letter.

(f) In case he is writing a reply he must read the initiating letter very carefully.

(g) The drafting will depend much upon the nature of the recipient.

## **(2) The Addressee or the Recipient or the Reader:**

A letter is always directed to a recipient (or recipients). He is the communicatee or the addressee or the reader. If the letter is unimpressive, the recipient may not read it and so not necessarily a recipient is the reader. The drafting of a letter largely depends on the nature of the recipient. Moreover, a letter must reach the recipient, in the shortest possible time.



That depends much upon the external factor—the efficiency of the postal system unless a letter is sent by a messenger. The form of a letter depends much upon the nature of the recipient.

### **(3) The Message:**

A letter carries a message or stimuli. It may be long or short, pleasant and unpleasant, general or particular, regular or urgent, meant for an individual or many, initial or responsive, etc. The style of writing depends much upon the nature of the message.

#### **KINDS OF BUSINESS LETTERS:**

##### **1) Sales Letter**

This is the most common form of a business letter that is used in almost every field. The sales letter serves as an introduction for the customer about the product and/or the company. A typical Sales letter starts off with a line or statement which captures the interest of the reader who is more often than not a target customer or a prospect.

The purpose of a sales letter is to ensure that the reader takes an action and that is why strong calls to action are included in it. The call to action includes a website link, phone number, social media handles, etc. which would connect the customer with the company for further info.

## 2) Acknowledgment letter

A letter sent for acknowledgment or recognition or receipt of material or letter from the other party is called an acknowledgment letter. The acknowledgment can be of receipt of goods and services, receipt of any other letter or of general inquiries.

It is usually sent by post or by mail. The letter is also used for replying to the queries and complaints sent by customers or clients to state and acknowledge that we have received the communication.

## 3) Order Letters

As the name suggests, these are types of Business letters that are sent solely for the purpose of placing orders and they may be sent to wholesalers, retailers, or a manufacturer.

The order letter includes all the relevant details related to the order such as invoice or receipt number, product details along with specifications, quantity of the order, Sales tax number and other details related to the manufacturer and a figure indicating the total amount of the order.

Depending on the agreed payment terms the payment amount may or may not be included in with the Order letter.

#### 4) Apology letter

An apology letter is written in order to express regret regarding a certain matter, which says the acknowledgment of mistake or issue or error along with an apology. It is a way of showing sincere regret towards the mistake along with the steps to rectify it or make necessary changes to try and undo the damage.

Apology letter may be issued by the company for the customer or to the dealer or even to an internal stakeholder.

#### 5) Complaint Letter

Complaint letters are the types of Business letters written by one party to another party or entity to convey dismay about a certain issue. Complaints are indicators that something has went wrong and that has been indicated by a formal business letter.

A customer may issue a product complaint letter to address something that is wrong with the product or to highlight a deficiency in services leading to dissatisfaction. The complaint letters are short and usually direct in nature, addressed to the company or person or department in charge.

Sometimes complaint letters may also contain steps to rectify the problem or expected compensation. A complaint letter is followed by an acknowledgment letter and then an apology letter, if applicable.

## 6) Appreciation letters

These types of communication letters are written by senior management to the junior management for the conveyance of gratitude in order to congratulate them on a job well done or in order to motivate them.

## 7) Circular Letters

These types of business letters are sent to a closed group or selected people with the purpose of being circulated widely. The purpose of circular letters is to either convey customers about the sale or news or intimate about important information about newly launched or built facilities.

This can also be used to deliver news about new product launches. Circular letters are also used to reach new and prospect customers to let them know about the new information and new developments.

## 8) Inquiry Letters

These types of business letters are sent for inquiry about certain information. The primary purpose is to know about something or if someone has any query which needs to be answered. The inquiry letter is to be kept short and to the point with directly addressing the inquiry.

The person who asks query is called an inquirer and the inquirer should make sure to include his address and contact details for the authorities to get back to them.

## 9) Confirmation letter

Whenever there is a discussion or mutual agreement between two parties, and the discussion leads to an understanding or mutual agreement, that agreement is quoted in a confirmation letter.

## 10) Adjustment Letter

Adjustment letters are the ones that are sent to the customers as a response to their claim or

complaint. The adjustment can be either in customers' favor in which case, the letter should begin accordingly and if it is not in the favor of the customer, the tone should be kept factual with a message that you understand the complaint.

### **QUALITIES OF A GOOD BUSINESS LETTER:**

Letter-writing is an art. The style of the letterhead, the paper on which the letter is written, the neatness of writing etc. will create good impression in the minds of the reader.

#### **1. Clarity:**

Clear thinking and simple expression are the two important virtues of effective writing. A good letter should show its idea directly and clearly. Each sentence should be as simple as possible. The reader should have no difficulty in understanding what the writer means to say. When the reader

gets the same meaning from the-message as what the sender intended, it is a good letter.

#### **2. Conciseness:**

Transmission of maximum information by using minimum words should be the aim of letter-writing. Unnecessary details and roundabout expressions should be avoided. People are busy and they receive a number of letters daily. Unless one says quickly what one wishes to say, he will not be able to get the attention of the reader and focus it on the message. Therefore, a letter should be simple and brief.

#### **3. Completeness:**

The letter should contain all the essential points a reader is expected to know. For example, a sales letter should include the description of the goods, price, quality, how and where to buy, the date of delivery, discounts etc. If it gives only partial information, it is not a complete letter.

#### **4. Correctness:**

The correctness demands no error at all in grammar, idiom, spelling, and punctuation. Besides, the information given in the letter must be accurate; otherwise it will shake the confidence of the reader. The message should not be transmitted unless the sender is sure of its correctness.

### 5. Courtesy:

Courtesy means politeness. It always pays to be courteous in business. It softens the sting of an unpleasant piece of information, creates goodwill and produces a favorable response. Goodwill is a great asset for an organisation and courtesy in correspondence is one of the most natural and economical means of building it.

### 6. Cheerfulness:

There should be no negative approach in a letter. It must begin with a positive and optimistic note. The approach should be friendly and convincing.

### 7. Promptness:

Promptness in replying a letter is absolutely necessary. The general practice is to reply a letter the same day it is received. When it is known that a reply to a letter requires time it is necessary to acknowledge the letter received and intimate the probable time required sending full reply.

### 8. Appropriateness:

Appropriateness refers to writing or replying letters keeping in mind the relation and psychology of the reader as well as the need of the occasion. The tone, style and language should be changed according to the occasion.

### 9. The 'You' attitude:

In business letters, the reader's interest must be emphasised and not the sender's interest. To make letters effective, avoid words such as 'I' and 'we' and use as many as 'you' as possible. The 'you attitude' can be used effectively in all kinds of business letters.

## 10. Integral:

The purpose of business communication is to create understanding, bring about cooperation and initiate constructive action. Therefore, all communication should be in conformity with the general objectives of the organisation.

### **PARTS OF A BUSINESS LETTER:**

The following parts usually constitute the structure of a business letter:

#### 1. Heading:

Many business organisations use printed letter head for business correspondence. The letterhead contains the name, the address, the line of business, telegraphic address, telephone numbers, telex numbers, e-mail address etc.

#### 2. Date:

The date should be indicated in the upper right-hand corner of the letter sheet. It is generally written two or three spaces below the last line of the letterhead.

There are two methods of indicating the date:

(i) In the order of day, month and year — 10 July 1999.

(ii) In the order of month, day and year — July 10, 1999. Both methods are acceptable.

It is advisable to write the names of the month in full.

### 3. Inside Address:

The inside address consists of the names and address of the person or firm to whom the letter is written. It is generally written two spaces above the attention line and two spaces below the level of date. If there is no attention line it is given above the salutation in the left margin. The full address, i.e., the name of the person, firm, street, road etc. should be written as indicated in the source you got the address from. The details should not be abbreviated.

While addressing a firm, 'Messer' is used before the name. If the firm bears personal title, messers should be used. If the letter is addressed to an officer by name write Mr. or Shri before the name. If the officer is an unmarried woman add Miss and if married Mrs. or Smt. before her name.

### 4. Attention Line:

When a letter is addressed to a company so that it should reach a particular office by name or a particular department, then attention line is typed below the inside address. This line is generally underlined.

### 5. Salutation:

Salutation means greetings. It shows the respect or affection or politeness which you introduce in a letter. The choice of salutation depends upon the personal relationship between the writer and the reader. It is placed two spaces below attention line or two spaces below the inside address. While addressing a firm, company or a club, etc. use 'Dear Sirs'.

### 6. Subject:

The purpose of subject line is to let the reader know immediately what the message is about. By seeing this the reader can understand at a glance what the letter is about. The usual practice is to type this line in a double space between the salutation and the first line of the body.



Dear Sirs,

Subj.: Payment of Bill.

## 7. Reference:

In a reply to an earlier letter reference numbers, date etc. may be mentioned below the subject. Subject and reference must be separate and must stand out clearly to get the attention of the reader.

## 8. Body of the letter:

The body is the most important part of a letter. The purpose of this part is to convey the message and to produce a suitable response in the reader. It is, therefore, important to organ-ise and arrange the material very carefully.

Generally, the body consists of the following:

(i) Opening paragraph.

(ii) Main paragraph.

(iii) Closing paragraph.

The opening paragraph should be written in such a way that it attracts the attention of the reader and makes him go through the letter.

The main paragraph contains the subject matter. It should cover all the relevant points which the writer wants to convey. It should be written in simple, clear and unambiguous terms.

The closing paragraph should indicate the expectations, intentions and wishes of the sender.

## 9. Complimentary close:

The complimentary close is a polite way of ending a letter. It is typed two spaces below the last line of the body of the letter.

## 10. Signature:

Signature is the assent of the writer to the subject-matter of the letter. It is placed below the complementary close.

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

The general appearance of the letter will create a favorable impression in the minds of the reader.

It is, therefore, advisable to remember the following points with regard to layout or appearance of the letter:

#### 1. Stationery:

For making an initial impression it is necessary to use good quality paper. Use of the best stationery is a good investment. White paper is preferable as the letters stand out clearly on it and make easy reading. The size of the paper may be according to the suitability of each organisation.

#### 2. Typing:

Typing saves time and gives a good appearance. It is, therefore, necessary to get the letters neatly typed. Typing of letter involves extra expenses. But the appearance of the letter will pay rich dividends.

#### 3. Margin:

Margin in a letter adds to its attractiveness. One inch (2.54 CMS) margin on all sides is the standard one. Margin may be suitably changed according to the size of the paper and it should give a picture frame appearance.

#### 4. Folding:

Care should be taken when folding a letter. It should be done with minimum number of folds and the letter should not look bulky when placed in a cover. The folds should be well pressed down. When a letter is placed in a cover it must give a smart look.

#### 5. Envelope:

The color and quality of the envelope must match the inside letter. The envelope should suit the size of the paper on which the letter is typed.

### **ENQUIRY**

Enquiry means to ask a question, and inquiry is a formal investigation. Inquiry has a formal and official ring to it, while enquiry is informal in its connotation.

In general parlance, it is understood that enquire is to be used for 'asking', while inquire is what constitutes 'making a formal investigation'.

An enquiry letter is written by a potential customer, on the lookout for a product or with a desire to avail the service offered by a seller or an organization. An enquiry letter is neither a contract nor does it entail any contractual obligation between the two.

The purpose of the letter of inquiry is to determine if an organization and its proposal fit within the Foundation's eligibility guidelines before the organization expends resources to put together a full proposal.

### **THE LETTER OF ENQUIRY**

The letter of inquiry should include the following sections: The introduction serves as the executive summary. It includes the name of your organization, the amount needed or requested, and a description of the project.

## **REPLY LETTERS TO ENQUIRY:**

A response letter provides the answers or information requested in a letter of inquiry. The objective is to satisfy the reader with an action that fulfills their request. If you have neither the information requested nor the authority to reply, forward the inquiry on to the correct person.

Letter to respond to an inquiry about products or services.

## **GUIDELINES**

- You should quickly respond to customers' request or queries because it shows that you value them. If you write a heartfelt letter, the customers will not only remember your product or service; they will also like your attitude. Your positive attitude boosts the clients' confidence in your abilities to meet their needs.
- Mention the client's request.
- Tell the reader how you handled his/her request. Give some information about a particular product or service and promote it.
- Explain the procedure of ordering. Invite the reader to ask any questions he/she has in mind.
- End on a positive note.

## Sample Letter of Inquiry

(one to two pages)

### *Organization Letterhead*

Date

M. Gregory Cantori  
Executive Director  
The Marion I. & Henry J. Knott Foundation  
3904 Hickory Avenue  
Baltimore, MD 21211

Dear Mr. Cantori

We are seeking support of \$XX,XXX from the Marion I. & Henry J. Knott Foundation for (operational/general support, project support, capital, etc.) of our (program/operations). We believe this project is aligned with The Marion I. & Henry J. Knott Foundation's mission in (field of interest and other funded projects).

Established in 19XX, we serve the (geographical) community with services: (List). Recently we were honored by (description) for (accomplishment). (Insert one or two other accomplishments, measurable outcomes, of project or entire organization.)

The project for which we request funds will make a difference in the lives of (such and such clientele) in the following way: (insert compelling specifics of plan). The project will take X amount of time, totaling X \$\$\$\$ and we expect to see the following outcomes: [a], [b], and [c].

We have received (grant support, contributions, in-kind, volunteer help, etc.) in the early stages. Support for the first year will likely come from [a], [b], and [c] (confirmed, pending) and the project will (be completed at that time, or supported in the future by [a], [b], and [c]).

We would be happy to meet with you to discuss this request in more detail and look forward to submitting a full proposal.

Sincerely,

(sign)

Your Name  
Title

**Letter writing - Read the notes and write an appropriate reply.**

**SENDER:** Mr. Steve Chapman of Freeman's Plc., Birmingham, furniture manufacturer; he can grant a 10% discount on orders received by end of month; delivery from stock guaranteed; payment on delivery.

**RECEIVER:** Ms. Susan Philips of Epson Ltd, Liverpool, who enquired about a range of office desks.

Freeman's  
15 Dalton Street  
B45 0AJ Birmingham - UK

29 April 2016  
Epson Ltd  
8 Gordon Road  
Liverpool, L10 1LA - UK

Dear Ms. Susan Philips,

REPLY TO ENQUIRY

In reply to your letter of 20 April 2016 regarding our range of office desks, we are glad to inform you that our sales terms are the following:

- Delivery: from stock guaranteed;
- Payment: on delivery;

More over we enclose our color catalogue and up-date price list - from which you will certainly realize that our high quality items are offer a competitive prices.

As to possible discounts, we can grant a 10% discount on orders received by end of this month.

We feel confident you will find our terms and products to you satisfaction and that we will be hearing from you soon.

Yours faithfully

Steve Chapman

Marketing Department

Enc: 2

## **OFFERS AND QUOTATIONS**

### **Meaning of Offer:**

An offer can be made to a large number of customers in the form of general terms and in the form of printed circular letter.

### **Meaning of Quotation:**

A quotation, or quote, is a document that a supplier submits to a potential client with a proposed price for the supplier's goods or services based on certain conditions. Therefore, a quotation is often required for services but is also commonly used by businesses that sell goods.

OR

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.

It is a reply by the seller to the prospective buyer. Hence, the quotation letter should be prepared carefully by the seller. It should contain information on all points mentioned in the inquiry letter.

The seller should send 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.

## **CONTENTS OF QUOTATION**

The quotation may contain the following points: -

- Details about quality of goods offered for sale.
- Details about quantity of goods offered for sale.
- Type of quotation.
- Sale price per unit of the commodity.
- Term of payment like Cash or Credit, trade discount, cash discount and other allowances if any.
- Time, mode and place of delivery.
- Details of duties, Octroi, etc., payable.
- Details of packing, labelling, insurance, etc.
- Net price payable.
- E and O.E. (errors and omissions expected)
- Kinds / Types of Quotations ↓

## **FOLLOWING ARE THE MAIN KINDS OR TYPES OF QUOTATIONS: -**

### **1. Loco Price Quotation**

Loco means 'On the spot'. Therefore, the loco price refers to the cost of goods at the factory or godown of the seller. Once the goods are out of the sellers' factory or warehouse, all the expenses for carrying the goods from the seller's warehouse to the buyer's place are to be borne by the buyer. This is the lowest price quotation.



## 2. Station Price Quotation

Under this quotation, seller's responsibility is to send the goods to the nearest railway station from his warehouse. It includes the cost of carriage of goods to the station. Since he delivers the goods up to the station, he charges a little higher price. All further expenses on goods such as freight, insurance, etc. have to be borne by the buyer.

## 3. Free on Rail (FOR) Price Quotation

Free on Rail (FOR) price quotation covers the expenses of carrying the goods to the railway station nearest to seller plus the loading expenses, freight and unloading expenses are to be borne by the buyer.

FOR price quotation = Station price quotation + Loading Charges

## 4. Cost and Freight (C & F) Price Quotation

Cost and Freight (C & F) price quotation includes the cost of the goods and all the expenses like carriage to the seller's nearest station, dock and loading charges and freight. Expenses like insurance, unloading and cartage to the buyer's place are to be borne by the buyer.

C & F price quotation = FOR price quotation + Railway Freight.

## 5. Cost Insurance and Freight (CIF) Price Quotation

There is a risk involved in transporting goods and this risk is covered by insurance. Generally, the buyer pays insurance charges but if CIF quotation is mentioned then the seller pays for the insurance charges along with other previous mentioned prices. So, the price includes cost of the goods plus carriage up to seller's nearest station, loading, freight and insurance charges.

CIF price quotation = C & F price quotation + Insurance.

## 6. Franco Price Quotation

Franco price quotation is the highest price quotation. In spite of being the highest quotation, buyers prefer this quotation because under this price, the goods are delivered to the buyers at their doorstep. The buyer is relieved from the tension of transporting goods from the seller's warehouse to his own warehouse.

Franco price quotation = All expenses up to the buyer's warehouse.

## 7. Free Alongside Ship (FAS) Price Quotation

Free Alongside Ship (FAS) price quotation includes the cost of the goods and all the expenses to deliver the goods at the dock nearest to the seller. The buyer has to bear the expenses of loading, insurance, freight and the customs duty, etc., in addition to the cost of goods. Though this quotation is used in some countries, it is not in use in India.

FAS price quotation = Loco price quotation + cost of carriage of goods up to the harbor nearest to the seller.

## 8. Free on Board (FOB) Price Quotation

Free on Board (FOB) price quotation is similar to FOR in inland trade. This is normally used in foreign trade. Under FOB quotation, the seller quotes a price which includes all the expenses incurred until the goods are actually delivered on board the ship at the port of shipment.

FOB price quotation = cost of goods + expenses up to goods on ship's board.

## 9. Cash with Order (CWO) Price Quotation

In Cash with Order (CWO) price quotation, the buyer has to send cash along with the order, otherwise, the order may not be executed.

## 10. Cash on Delivery (COD) Price Quotation

In Cash on Delivery (COD) price quotation, the buyer has to pay cash after receiving the delivery of

the goods ordered by him.

## **A GOOD BUSINESS QUOTATION WILL INCLUDE THE FOLLOWING:**

### **1) REFERENCE NUMBER**

It's important to give your quote a unique reference number so both you and your client are sure about which quote is under discussion. This is particularly useful if you have to revise your quote or issue a new one.

### **2) BUSINESS DETAILS**

It's best (and most impressive) to use your company's letterhead. It should always include your name, business address, contact telephone numbers and email address.

### **3) GREETING**

Open your quote with a friendly greeting and thank your customer for the opportunity to quote.

### **4) JOB SPECIFICS AND TOTAL COST**

Detail the specifics of the job and outline what the costs cover. Indicate what is not covered: for example, the cost may cover parts and labour, but not include delivery.

### **5) BREAKDOWN OF COSTS**

Describe the job proposal, detailing the elements involved. Itemize costs for labour and materials.

If you're quoting to supply products:

- check your quantities - ensure you can provide the requested quantity before you quote
- consider the logistics – can you purchase, store and supply the products within the required time without incurring prohibitive costs?
- check delivery requirements – does your customer want the products delivered?
- look for overhead costs - thoroughly research the job and all logistics. Unforeseen costs can shrink your profit margin.
- If you're quoting to provide services:

- keep accurate records - log the time you spend on various tasks; the details will be invaluable for quotes and budgeting in the future
- compare the job - use previous service contracts; get advice from your peers
- be realistic - don't underestimate the amount of time you will spend providing your services, and make sure any flat fees you quote are carefully considered
- identify your additional costs - charge for any additional costs (disbursements) that your business will incur.

## 6) VARIATIONS

Explain how different scenarios or variations will affect the cost: for example, with or without installation.

## 7) SCHEDULE FOR WORK

Indicate when you will start the job and how long it will take (do not under- estimate!). If you win the job you will be contractually obliged to finish it in

this time so, make sure it is feasible. If your schedule is based on variables, such as good weather, make sure you indicate this.

## 8) PAYMENT TERMS AND CONDITIONS

Indicate when you require payment. For example, deposit, lump-sum, periodical payments, half up front and the rest on completion.

## 9) QUOTE AN EXPIRY DATE

Clearly note the date you need the quote accepted by, especially if prices change quickly in your industry. Make sure you give your customer a friendly reminder before the expiry date.

## 10) CUSTOMER ACCEPTANCE SIGNATURE

Include a dated 'sign here' statement to confirm the agreement and to accept the terms and conditions.

## 11) REVISE QUOTE

If the job changes substantially, provide a revised quote (with a different reference number) and ask your customer to confirm the quote before continuing work.

## **MEANING OF ORDER:**

In business or commerce, an order is a stated intention, either spoken or written, to engage in a commercial transaction for specific products or services. From a buyer's point of view, it expresses the intention to buy and is called a purchase order. From a seller's point of view, it expresses the

intention to sell and is referred to as a sales order. When the purchase order of the buyer and the sales order of the seller agree, the orders become a contract between the buyer and seller.

## **Meaning of Order form:**

An order form is a document buyer use to request merchandise from a wholesaler, manufacturer or retailer. It may be a request form, a restocking document, etc. But, in broader terms, it's an order form. Aside from selling goods, an order form may be used to sell services.

## **Letter of Acknowledgement of Order and Its Execution:**

This Letter should be written in The Letter-Pad of the Company. From:

The Sender's Name,  
Door Number and Street's Name, Area Name,  
City.

Postal Code: XXXXXXXX

Phone Number: 0000 - 123456789

E-mail ID: [sendersname@companywebsite.com](mailto:sendersname@companywebsite.com)

Date:

Reference:

To:

Addressee's Name,  
Designation,

The Company's Name,

Full Address with Phone Number. Subject:

Dear \_\_\_\_\_,

We thank you very much for your order of 6th instant. They have been dispatched. The invoice for the goods amounting Rs.5680 (Rupees five thousand six hundred and eighty only including packing and incidental charges is enclosed.

We hope that you will be fully satisfied with our prompt execution and favor us with subsequent orders.

Yours Sincerely,  
(The Sender's Signature) The  
Sender's Name Encl:

### **MEANING OF ORDER EXECUTION LETTER:**

The letter through which the seller informs the customer that the ordered goods have been delivered is called order execution letter. Once seller receives order from customer, he can accept or reject it. Whether the order is accepted or rejected, the seller must inform it to the customer. When the seller accepts the order and delivers the ordered items, he writes the order execution letter. The purpose of writing this letter is to inform the customer about the date of delivery, mode of transportation used, the probable date at which customer will get the shipment and the total price. The invoice is usually enclosed with this letter.

### **Contents of order execution letter**

Generally, an order execution letter contains the following points:

- Reference number of order letter with date
- Name, brands and quality of products
- Quantity of products
- Date of delivery of goods
- Expected date of reaching goods to the buyer's address
- Nature of packing of goods
- Transportation used for delivering goods
- Total price of the products and
- Expected date and mode of payment

### **DEFINITION OF ORDER CANCELLATION LETTER**

A buyer places an order to the seller for shipment of goods but there may be some causes for which the buyer may require to cancel his order. In such a situation he (buyer) writes a letter by providing reasonable causes of cancellation, which is known as order cancellation letter. Delay in shipment, depression in the market, cheap goods in another market, financial problem and others may be the causes of cancellation of the order.

Such a letter should be polite enough to cancel the order and should regret the inconvenience in such a way so that good relations and goodwill remain. A cancellation letter is a form of communication to inform the service provider, institution or a company that the writer is dissatisfied with membership or company and would like to discontinue it or cancel an order for products or services.

The reason for cancellation can be several- the consumer might be dissatisfied with the company or the service or could have changed his/her mind about the purchase, or specific circumstances could have rendered the purchase unnecessary, hence necessitating the cancellation.

**The following is the sample of Letter to Cancel an Order.**

From.

Date:

March 29, 2015 Badsha  
Ahmed Park Street  
Colony,  
Study & Enrich Store,  
Bangalore – 13, India

To,

Mr. Ram Charan Shipment  
Manager, Gex Books Pvt. Ltd,  
Chennai, India 600003

Subject: Cancellation of an order

Dear Mr. Ram,

I am writing to you to inform you that I would like to cancel the order of 13 physics textbooks which was placed earlier this week. The order number is 2144v. The school has decided to provide

books by themselves, and hence I won't be needing them.

Please send the refund amount by cheque to the address mentioned below. I am incredibly sorry for all the trouble and inconvenience caused.

Thanking you,  
Sincerely, Badsha  
Ahmed

### **MEANING OF COMPLAINT LETTERS:**

Letter written to bring these mistakes to the notice of those who must own the responsibilities for them are called claim or complaint letters. So, when a letter is written to the seller by the buyer raising complaints or claims regarding mistakes taken place during the order to payment period is called a claim or complaint letter.

### **TYPES OF COMPLAINTS LETTER**

Though there are various types of complaints raised in the course of business dealings, they can be grouped into two major groups- routine complaints and persuasive complaints. These are discussed below-

**Routine Complaint Letter:** A routine complaint letter is written in the cases where the mistakes are considerable and routine in nature. In such cases request for correction is supposed to be complied quickly and willingly without persuasion. For example, the quoted price of an item was 500\$ but the supplier charged 550\$ per item. This type of mistake is brought to the supplier's notice by routine complaint letter. This type of claim is usually managed or satisfied by the sellers.

**Persuasive Complaint Letter:** A persuasive complaint letter is written in the cases where the buyer is to convince the seller to correct the mistakes occurred. For example, the quoted price of an item was 400\$ per unit while placing the order but after placing the order the price was reduced to 300\$ per unit. This type of mistake is brought to the supplier's notice by persuasive



complaint letter. The seller is not legally bound to pay attention to this type of claim.

### **SOURCES OF MISTAKES GIVING RISE TO COMPLAINTS**

In case of fulfillment of order, buyers can raise their complaints against the suppliers due to various reasons. Followings are some common sources of mistakes that give rise to complaints by the buyers-

- Incomplete or defective order
- Abnormal delay in sending the consignment
- The goods arrive in a damaged condition
- The goods are not what were ordered
- Quantity of goods is not what was ordered
- Goods are delivered at the wrong place
- Work undertaken is done unsatisfactorily
- Misbehavior of staff or salesman
- Mistake by the accounts section in preparing the invoice
- Defective packing that might lead to the damage of goods in transit
- Mistakes in a bill or reminders for payment after the bill has been paid
- Dispatching products of wrong quality, color, brand, pattern and defective pieces of goods etc.

# Complaint Letter

Sender Name  
Sender's Title or Position  
Sender's Organization Name  
Sender Street Address  
City, State, Zip Code

Date: DD/MM/YYYY

Recipient's Name  
Recipient's Position or Title  
Recipient's Organization Name  
Recipient's Street Address  
City, State, Zip Code

Dear Sir/ Madam,

I am writing this letter to bring your attention that I am not satisfied with your quality of services provided at \_\_\_\_\_ (business name). I am talking about the services I took on DD/MM/YYYY and want to let you know I was very upset with your staff's performance. They used to deal with me quite inefficiently and did not show their interest which they must show while dealing with regular customers.

I have been a regular client of your business but now I am completely disappointed. I expect quality services from you and request you to address this issue with immediate attention. I expect full compensation and look forward to your replies within shortest time.

Yours Sincerely

Write Your Name Here

## **CLAIM LETTER**

A "Claim or complaint letter" is written to the concerned company to bring the mistake or damage done to the notice of the supplier or provider, and to ask for rectification and/or compensation.

**Purpose:** To express dissatisfaction and propose an equitable adjustments or solution.

A letter of claim is a letter that is written to notify someone of incomplete or unsatisfactory work on a specific project. A reply to a claim letter is called an adjustment letter.

### Need for claim letter:

Claim letters are used to make claims due to unsatisfactory work or products by companies that have contracted another party to complete work. For example, if a company outsources production of a part required for a final product and is unsatisfied with the contractor's work, that company will write a claim letter to demand superior products. As such, claim letters have a very formal and serious tone.

### **SAMPLE CLAIM LETTER**

StayWarm Wool Centre  
35, Dombivli  
Thane

November 26, 2012

The General Manager  
Northern Railway

Dear Sir

We would like to bring to your kind attention that our consignment of hosiery goods sent from Amritsar on November 10, 2012 was tampered with during transit. This fact has been duly certified by the railway clerk at Thane station from whom we received the consignment. His remarks are enclosed herewith. We are writing to request compensation for our losses.

The pilferage of woolen clothes has resulted in huge losses for us. We have enclosed an itemized list of the lost items along with their costs and we must insist that you register this claim of ours and reimburse us immediately.

We look forward to hearing from you.

Sincerely

Authorized signatory

## Meaning of Adjustment letters:

An adjustment letter is a response to a written complaint. The objective is to inform the reader that their complaint has been received. It is also a legal document recording what decisions were made and what actions have or will be taken. Keep in mind that your reader has been inconvenienced.

### Adjustment letter sample 1

Bangladesh Textiles Mills Ltd.  
Dhaka

10th Feb. 04 Narayangong,

Marketing Manager Bexi-Clothes  
Corner South Plaza,  
Dhaka-1215.

Ref: Your letter dated 5th Feb. 04. Dear Sir,  
We thank you for your letter of 5th Feb. 04 along with/ sample of cloth for examination.

The report that we have received just today shows that the consignment forwarded to you was the wrong one full of defective clothes. It was a mistake because of our dispatch section, and we regret this mistake which has caused you both embarrassment and inconvenience. We have already sent the replacement by passenger train. You can be sure of the quality of cloth now sent.

You can, of course, return the clothes to us and debit our account for the loss caused to you. We again regret the inconvenience to you and assure you that such mistakes will be avoided in the future.

Yours faithfully

M. Ashraf Sales Manager  
Bangladesh Textile Mills Ltd

## UNIT-V

### Introduction

Non-verbal communication is the information that is communicated without the use of words. It includes apparent behaviours such as, facial expressions, eyes, touch, tone of voice, as well as less obvious messages such as dress, posture spatial distance between two or more people.

Commonly, non-verbal communication is learnt after birth & practiced and refined through a person's lifetime.

### Non verbal communication is used because

1. Words have limitations
2. Non-verbal signals are powerful
3. Non-verbal messages are likely to be more genuine
4. Non-verbal signals can express feelings in appropriate to state
5. A separate communication channel is necessary to help Send complex messages

Researchers say that only 7% of message is sent through words, with remaining 93% sent through non-verbal expressions.

The study of body motion as related to speech is known as kinesics. This includes – Mutual gaze \*facial warmth or pleasantness\* child like behavior\* direct orientation, etc.

The Role of Different Parts of the Body language in Communication is as Follows –

1. **Facial expressions** - The expression on the face is the most obvious aspect of body language. Expressions accompany the speaker's words and also indicate the listener's reaction.
2. **Eye contact** - The study the role of eyes in non-verbal communication is sometimes referred to as "oculesics". Eye contact can indicate interest, attention involvement.
3. **Gestures** - A gesture is a non-vocal bodily movement intended to express meaning. They may be articulated with hands, arms or body, & also included movement of head, face, & eyes such as winking, nodding, or rolling one's eyes.

**Posture**- It can be used to determine a participant's degree of attention or involvement.

Researchers say that only 7% of message is sent through words, with remaining 93% sent through non-verbal expressions.

The study of body motion as related to speech is known as kinesics. This includes – Mutual gaze \*facial warmth or pleasantness\* child like behavior\* direct orientation, etc.

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4. **Facial expressions** - The expression on the face is the most obvious aspect of body language. Expressions accompany the speaker's words and also indicate the listener's reaction.
5. **Eye contact** - The study the role of eyes in non-verbal communication is sometimes referred to as "oculesics". Eye contact can indicate interest, attention involvement.
6. **Gestures** - A gesture is a non-vocal bodily movement intended to express meaning. They may be articulated with hands, arms or body, & also included movement of head, face, & eyes such as winking, nodding, or rolling one's eyes.
7. **Posture**- It can be used to determine a participant's degree of attention or involvement. The difference in status between communicator & the level of fondness the person has for the communicator.

### Nonverbal Communication Definition

Let's start with a definition of nonverbal communication so we are all coming at this from the same basis:

Nonverbal communication includes all other aspects of communication other than the words themselves. Nonverbal communication helps us to establish our identity and negotiate relationships.

### **Common Examples of Nonverbal Communication**

1. **Gestures:** Movements of our hands, arms, and head tell a lot about how we feel about an issue, what we are passionate or sad about, and even when we are angry. If we are excited, our gestures may increase in frequency and speed. If we are sad, our gestures might stop altogether.
2. **Body Language:** This is how our body reflects our internal emotions or thoughts. If we are sad, we might close in and sit with our arms crossed, head down. But if we are confident, we will probably stand upright with our shoulders back and we will look others in the eye as we communicate.
3. **How we utter words tells a lot about what is going on inside of us.** If we stutter and stumble through our speech patterns, it might indicate we are nervous or perhaps uncomfortable discussing a certain issue. Or, it might indicate we are not telling the truth in our discussion and are lying or fabricating a story.
4. **Features of our environment:** The way we decorate our environment tells a lot about the things we value, the things we are interested in, and shares our style with the outside world.
5. **Objects that affect our personal image & interaction patterns:** These are things we own or decorate ourselves with (this includes body modifications like tattooing/piercing(s)), they tell others what is important to us, they reveal what group(s) we belong to, and even our personal philosophy on modesty and sexuality.

### **5 Principles of Nonverbal Communication**

#### **1. There are similarities and differences between verbal and nonverbal communication.**

Similarities between verbal and nonverbal communication include:

- Like verbal communication, nonverbal communication is symbolic. This means that it is ambiguous, arbitrary, and abstract just like verbal communication is. A handshake may be bone crushing to one person but to another it may seem wimpy. And, what do the people shaking hands mean by that handshake? It's all arbitrary. Is the handshake a greeting between coworkers or is it an agreement to something (i.e. "let's shake on it")? It is really an ambiguous, abstract motion.
- Like verbal communication, nonverbal communication is governed by rules. The rules are mutually agreed upon between people and develop over time. We know that kissing indicates an intimate relationship and that kissing using your tongue means a really intimate relationship usually involving something stronger than friendship maybe even a sexual relationship.
- Like verbal communication, nonverbal communication may be intentional or unintentional. Sometimes our facial expression may give another the "right idea" or the "wrong idea" depending on how our facial expression is interpreted. Like verbal communication, nonverbal communication is subjective in its interpretation.
- Like verbal communication, nonverbal communication is culture-bound and reflects the values &

norms of a culture.

Differences between verbal and nonverbal communication include:

- Nonverbal communication is perceived as more believable than verbal communication. Many believe that what comes out of our mouth might be a lie but our body will never lie – body language is the true communication. If you are ever pulled over for a OWI (operating while intoxicated) or DUI (driving under the influence) and are asked to take a sobriety test – the one where you get out of the car and the cop asks you the questions and you “walk the yellow line” and/or touch the end of your nose and/or stand on one foot – one of the things that policeman is going to watch you for is body language. He is going to be watching to see where you look, your coordination, and your responsiveness to his test questions. FYI: A drunk person will tend to look at their feet or the line right in front of their feet but a sober person will tend to look much further out. And, no, I have never been through this test! I don’t have personal experience with this but I do have a close friend who is a police chief so we’ve chatted about this concept before.
- Nonverbal communication is multi-channeled while verbal communication is single channeled. Verbal communication comes out of our mouths (if we are deaf, it comes out of our hands through sign language!) but nonverbal comes out of our entire body – hands, facial expressions, body stance, feet placement, etc.
- Verbal communication is discrete while nonverbal communication is continuous. Discrete meaning that verbal communication happens in a given time frame – continuous meaning that nonverbal goes on and on, 24/7, not stopping.

## **2. Nonverbal communication can supplement or replace verbal communication.**

My children know when I give them “the look” that they better straighten up and behave. Sometimes, “the look” is more effective than anything that would ever come out of my mouth.

## **3. Nonverbal communication can regulate interaction.**

If I am chatting with a friend that is rattling along in his communication to the point I get confused, I might put one finger up to stop him so he will clarify what he means or he might even stop his rattling banter so I can comment.

## **4. Nonverbal communication can establish relational level meanings including responsiveness, liking, and power or control.**

When we look others in the eye, we establish a relationship with them - we invite the person to converse with us if we use friendly eyes but we discourage the person by not making eye contact. We use smiles, hugs, and some cultures use kisses as greetings to show that you like someone. We may give someone the "cold shoulder" by deliberately using body language to ignore the person. We exercise power and control through a variety of techniques: we may stand over a person to show our power in the situation or we may encourage the other so sit down to even out the power in a situation.

## **5. Nonverbal communication reflects cultural values.**

When we see the American flag on someone's hat or t-shirt, we know that that symbol represents the cultural value of freedom in the United States. The symbol represents the Constitution, the style of government, the

world power our nation has, and everything that American's stand behind as a collective culture. When that symbol is burnt, torn or destroyed, many American's become upset because the destruction of this powerful symbol represents the destruction of our core values: freedom of speech, government by the people/for the people, freedom of religion, etc.

### **Types of Nonverbal Communication**

1. **Kinesics:** This includes body posture and the motions the body engages in. Kinesics is a fancy word for "body language." We all know that body language is very revealing. In fact, research in communication shows that 90% of our communication is actually told through body language – not through the words we use! An important concept with body language is the phrase "We cannot not communicate." I know the double negative in that phrase sounds funny but the statement is valid. What it means is that we are always communicating – 24/7 we are always communicating even when we are not vocally speaking because so much of our communication is nonverbal. Therefore, "we cannot not communicate!"

2. **Haptics:** This means "physical touch" – how we like to be touched, what is an acceptable level or amount of touching, and what is culturally normal or acceptable touching. Some families are touchy- feely families (mine is this way!) where everyone is showing open physical affection. Others are much more closed with less physical contact between members (my husband's family is more this type – it took me years to get my father in law used to me hugging him!). These backgrounds tend to transfer themselves into our future comfort zones. For instance, if I come from a "huggy" family, I will probably be comfortable with large amounts of physical touch – perhaps from people I haven't even known for a long period of time. This can also be a cultural reflection as some cultures are much more openly physical than others.

3. **Physical Appearance:** This involves everything from the way we dress to the personal grooming habits we engage in. This one is pretty obvious! Just think about the last person you were romantically

interested in – the one who "turned you on" when you looked at him or her. What was it about them that caused you to turn your head for another look?

4. **Artifacts:** These are the personal objects we display, value, or hold on to because they have meaning for us. My grandmother used to say, we can tell a lot about a person by the junk that they keep! And, my Dad always says "One man's junk is another man's treasure!" To remember this word, think about an archaeologist on a dig in an ancient civilization. She finds an "artifact" from that civilization and attempts to assign meaning to it.

5. **Proxemics:** This is the study of space and how we use the space around us. Some of us like to fill up the space while others like a sparse existence. Some people are "pack-rats" who fill up our interiors while others are "neat freaks" with everything in its place in their space. To remember this word, think of "proximity."

6. **Chronemics:** This is the use of time. How we use time, our punctuality in arriving or departing, and what our routines are says a lot about who we are. Some of us live by the clock – regimented and controlled by it. Others of us are more free spirits – we come and go on our whims. To remember this word, think of "chronology."

7. **Paralanguage:** This is our vocal language but without actual words being used. It includes the utterances of our speech. For example, if I am listening to a shocking story that my friend is sharing with me, I might encourage her to continue by saying "oh!" or "ah!" if I am enlightened by what she says. Likewise, if I get



hurt, I might cry out in alarm. These are not real words but are what we consider normal in our communication. To remember this word, break it down – para = “goes along with.” Therefore, paralanguage means something that goes along with language.

8. **Silence:** How we use silence or don't use silence says a lot about our emotions. We can use silence as a weapon if we are angry or disappointed in them, i.e. giving someone the “silent treatment.” Or we might just be a quiet person by nature who enjoys “peace and quiet.” Sometimes people are perceived as shy because they tend to be quieter than others.

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