



Subject: Business communication

Chapter: Unit 3 & 4

**Category: Assignment 2
Solution**

Ans 1.

- The applicant's address and telephone number are at the top right corner of the letter.
- Neat layout is necessary, modified block or semi-block form is the best.
- If the advertisement asks that the application must be written in the candidate's own handwriting, the covering letter should be neatly written in dark blue ink or ball pen.
- The letter should be addressed as indicated in the advertisement. If the letter is to be addressed to a company, the salutation is 'Sirs'. If it is to be addressed to an individual the salutation is 'Sir'. The complimentary close for an application letter is "yours faithfully".
- Original documents like certificates are never enclosed with the application. Only certified copies are enclosed. The original documents are produced at the interview.
- Application may begin with one or other of the following forms like:
 1. I would like to apply for the post of a System Administrator in your firm advertised in the "Indian Express" of March 22.
 2. I wish to be considered as a candidate for the post of Account Manager which, I understand, has fallen vacant in your office.
 3. With reference to your advertisement in the "Times of India" of 25th September 07. I offer my candidature for the post of computer operator in your office.
- One of the following sentences may be added to the concluding paragraph if applicant feels so.
 1. I write this in the belief that my qualification and experience will merit your consideration.
 2. Salary is a secondary consideration to the opportunity of good career.
 3. I look forward to an opportunity to be with you for an interview.

Ans 2.

1. Always put the essential things—first arrange the information within each item with your career objective in mind.
2. Emphasize your skills, accomplishments and levels of responsibility attained.
3. Use reverse sequential order, meaning that when items are listed by date, the most recent should come first.
4. The contents of the CV should be completely accurate and honest.
5. Mention anything special that can add weightage to your candidature.
6. Use a clear font and a font size that is easy to read. The font size should not be too small or too large. The ideal font size would be 12.
7. Ideally, a CV should not be more than two or three pages. It should be shorter for fresh graduates.
8. Abbreviation should be avoided.
9. References should be provided, if required.

Ans 3.

Use familiar words

Unfortunately, many business writers do not use familiar language enough instead, they tend to change character when they begin to put their thoughts on paper.

Endeavour – Try

Ascertain – Find out

Terminate – End

Demonstrate – Show

Utilise – Use

Choose the short over the long word. Generally, short words communicate better as a heavy proportion of long words confuse the reader.

There are some long words such as hypnotize, hippopotamus and automobile are so well known that they communicate easily.

And some short words, such as vibes, vie (to complete), vex (annoyed or upset), scab (worker) are understood by only a few. Thus you will be wise to use long words with some caution. Further, you need to ensure that those you do use will be familiar to your reader.

Use technical words with caution.

All fields have technical words i.e., 'jargon', which becomes a part of our everyday working vocabulary. In fact, so common will it appear in your mind that you may assume that people outside the fields also know it. And in writing to those who is outside from your field you may use these words, which leads to miscommunication.

Ans 4

Characteristics of Effective Sentences

1. Unity: A sentence containing one idea at a time with all its parts contributing to strengthen the main idea is called the unity of a sentence.
2. Coherence: How the various parts of a sentence are sticking together with no words inappropriate. The sentences should also be in logical order.
3. Variety: The idea can be creatively expressed in a variety of sentences as the same kind of thought or idea creates monotony.
4. Economy: The effectiveness of a sentence is judged by the number of words used to make a sentence take its shape. Concise expressions increase the effectiveness of a sentence.
5. Proper selection: Precise selection and appropriate choice of words not only makes sentences more connotative but also generates an impact on the reader of the text.
6. Simplicity: The choice of words, their consistency and the simplicity in choice of pattern give a sentence an overall simple look.

Ans 5

Overall tone of courtesy

Courtesy is a major contributor to goodwill in letters. Certainly, writing in conversational tone, strategically emphasizing the reader's viewpoint and carefully selecting positive wordings will generate courtesy. All will do much towards putting the reader in a favourable frame of mind. Avoid preaching (lecturing) and avoid anger.

Ans 6

Navdeep

106 Johari Bazar

Jaipur 302003

18 Aug. 2020

J.B. Sons

48/106 Gandhi Nagar

New Delhi

Sub: Send quotation for ready made garments.

Dear Sir,

We are interested in dealing in your ready made garments. Please send us your ratelist and quotations for ready made garments. We also want to know the rate of discount and terms regarding payment and delivery. Please reply early.

Yours faithfully

For Navdeep

Deepak Kumar

(Proprietor)

Ans 7

[Senders Name]

[Address line]

[State, ZIP Code]

[Letter Date]

[Recipients Name]

[Address line]

[State, ZIP Code]

[Subject: Normally bold, summarizes the intention of the letter] -Optional-

Dear [Recipients Name],

We are happy to give you this Dressmaking Guide Booklet, our way of expressing our appreciation for your interest in our Floyd Portable Sewing Machine. We know how fond you are of making your dresses in your taste and style.

Since summer is coming up, you might also want to check out our patterns for a broad range of summer wear. We have enclosed a catalog for you to see these patterns and an order form that you can fill out and send back to us. We'll handle the mailing charge.

Again, thank you.

Sincerely,

[Senders Name]

[Senders Title] -Optional-

[Enclosures: number] - Optional -

cc: [Name of copy recipient] - Optional -

Ans 8

❖ On the basis of legal formalities

1. Informal reports: It is written in the form of a letter from one person to another. Informal reports typically do not follow any prescribed form or procedure. They do not have any uniform structure. They are prepared according to the convenience and requirements of the organization. These reports may be informative or recommendatory.

2. Formal reports: A formal report is one which is prepared in a prescribed form and is presented according to an established procedure to a prescribed authority.

- Statutory: A report prepared according to the form & procedure laid down by law is called statutory report.

- Non-statutory: Formal reports which are not required under any law but which are prepared to help management in framing policies or taking other important decision are called non-statutory report.

❖ On the basis of the frequency of issue, a report can be periodic or special.

1. Periodic or routine reports: They are prepared and presented at regular prescribed intervals in the usual routine of business. They may be submitted daily. Branch Manager of banks submits periodic reports to the Head office on the quantum of business transacted during a particular period.

2. Special reports: They are related to a single occasion or situation. Reports on the desirability of opening a new branch or on the unrest among staff in a particular branch are special reports. Special reports deal with non- recurrent problems.

❖ On the basis of functions a report can be informative. If a report merely presents facts pertinent to an issue or a situation, it is informative.

On the other hand, if it analyses the facts, draw conclusions and make recommendations, it may be described as analytical or interpretative or investigative.

❖ On the basis of the nature of the subject dealt with, we can have a

Problem-determining report

Fact-finding report

Performance report

Technical report etc.

❖ On the basis of the number of persons interested with the drafting of reports, we can have :

- Reports by individuals
- Reports by committees or sub-committees.

Ans 9

1. Timely respond to e-mail message.
2. For convenience of receiver provide clearly worded subject lines for all messages.
3. Use short paragraph for gaining reader's attention.
4. Be complete and concise and avoid rambling.
5. Use upper and lower-case letters. It is easier to read. All capital letter is considered 'Shouting', which should be avoided.
6. Avoid inappropriate and unpleasant language.
7. Avoid adding too many attachments to your message.
8. Always write personal name if your mail system allows it. Personal names attached to your address signify you better than your e-mail address.
9. Reread and proofread the message before sending.
10. Use spell check for correct spelling and ensure that the message is free from grammatical error.

Ans 10

1. Cuts corporate communication cost up to 60 per cent.
2. Increases productivity and efficiency level of employees.
3. It provides a way for people to easily retrieve the information they need and at any time.
4. Any member of an organization has an opportunity to access the technology of intranet and to have access to information within the organization irrespective of their hardware technology.
5. Intranet converts the conventional paper office into an electronic office by creating electronic documents for potential business communication.

6. Intranet removes barriers to free flow of communication within the organization and allowing individuals and groups to communicate and share knowledge.



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