



Class: BSc Sem 5

Subject : Business communication

Subject Code:

Chapter: Unit 3 Chp 2

Chapter Name: Business correspondence

Today's Agenda

1. Business correspondence
 1. Categories of business correspondence
2. External correspondence
 1. Structure of business letters
 2. Format of business letters
 3. Types of business letters
3. Internal correspondence
4. Memorandum
5. Notice

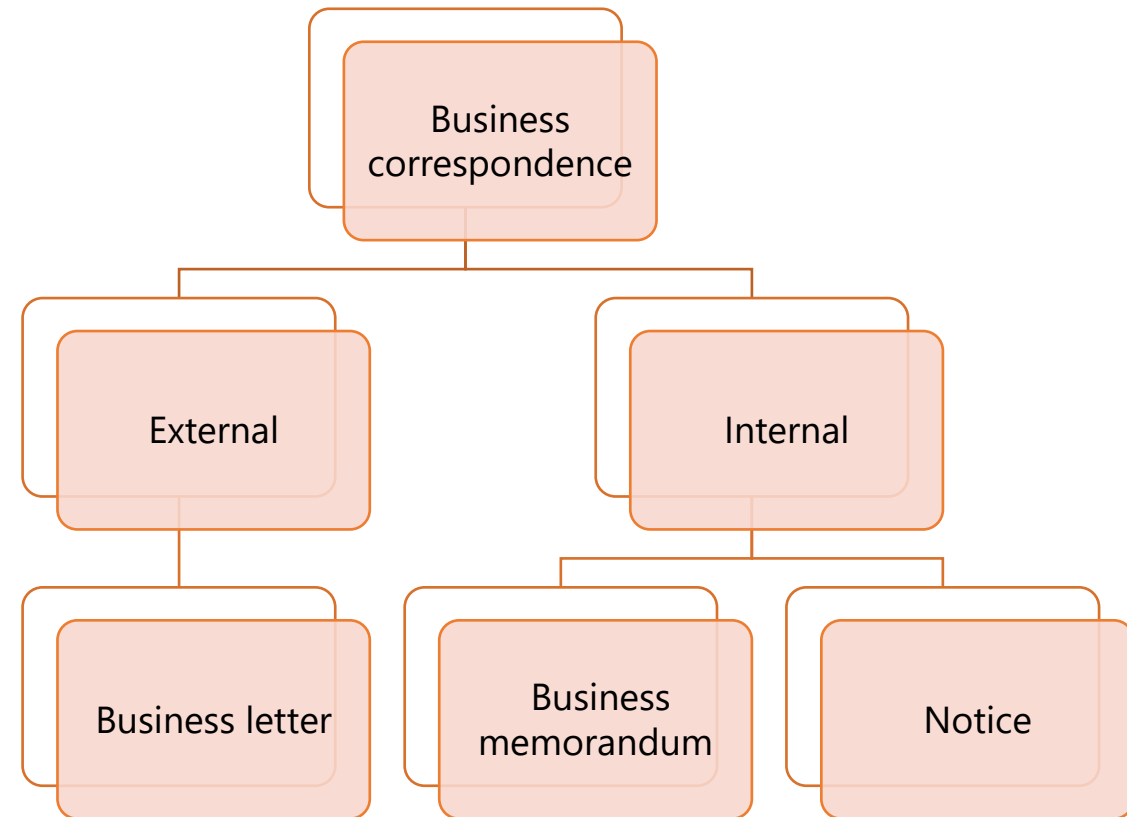
1 Business correspondence



Business correspondence is the process by which organizations share and exchange meanings, facts, ideas, opinions, information or emotions not only with the people in organizations but also with customers, suppliers and other stakeholders.

1.1 Categories of business correspondence

With the advent of technology, virtual channels such as email and company intranet are available today and are replacing traditional forms of writing letters and memos.



2 External correspondence: Business letters



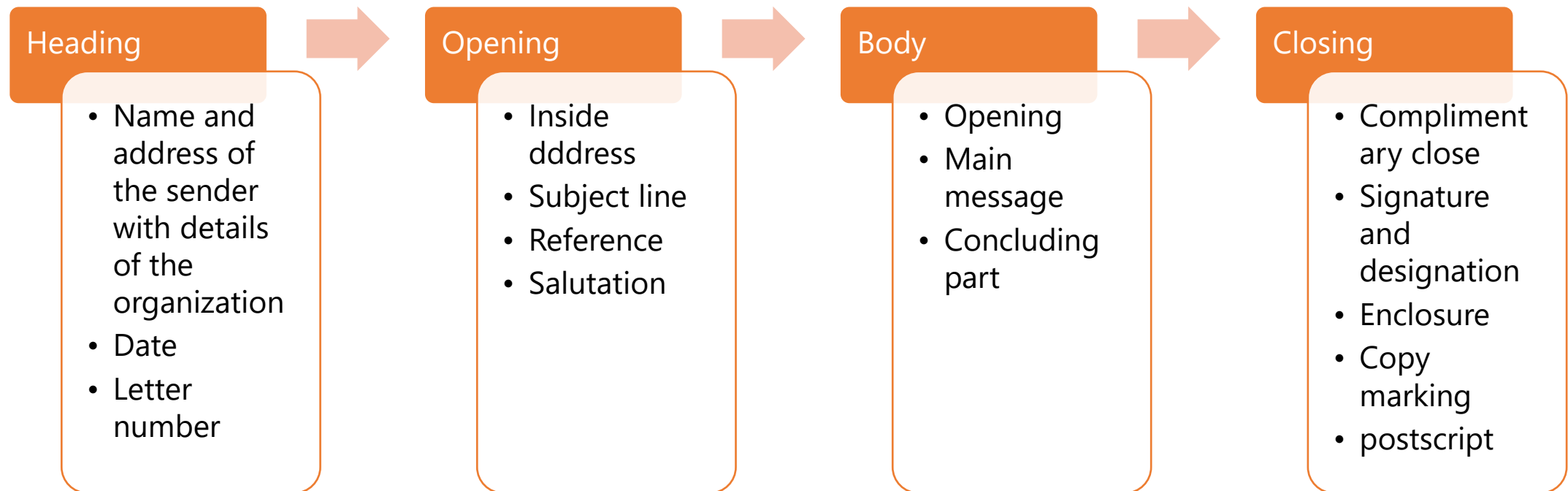
A business letter is a formal document often sent from one company to another or from a company to its clients, employees, and stakeholders.

Need of a Business Letter

- We need to write a business letter to maintain contacts with the external world including other businessmen, customers and government departments.
- We need to write a business letter for the internal purpose like office orders, circulars, memorandums etc.

2.1 Structure of Business letters

The following are the various parts of the business letters:



2.2 Format of Business letters

1. Block style:

It is called block style because spacing is done in such a way that contents appear to be arranged in different blocks. Following are the key features of this style:

- All the elements of the letter begin with the left margin except the printed heading of the letter. The date line, the inside name and address, salutation, each paragraph in the body of the letter, the complimentary close, the signature, the designation, etc., start from the left-hand margin.
- Open punctuation is used. Open punctuation refers to omission of unnecessary commas and full stops.
- There is one space after every paragraph.

Name & Address of the Company
Date:
Inside Name & Address
Salutation
Subject
..... Body of Letter
Complimentary Close Signature & Designation

2.2 Format of Business letters

2. Indented Style:

Indented style has become outdated now as more and more people have started using the block style. It is somewhat more complicated than other popular styles of business writing.

Following are some of the features of this style:

- Each paragraph is indented to two to four spaces; no space is provided in between the paragraphs.
- Close punctuation is used, i.e., a comma after the date, the salutation, and the complimentary close and a full stop follows the last line of the inside address.
- 'Date', 'complimentary close' and 'signatures' are right aligned.

Name of the Company & Addresses		Date.....
Inside Name.....		
Inside Address.....		
.....		
Salutation.....		
Subject.....		
.....		
.....		
.....		
.....		
Body of Letter.....		
		Complimentary Close
		Signature & Designation

2.2 Format of Business letters

3. Mixed/ semi block/semi – indented style:

This style is very similar to indented style except that the paragraphs are not indented in the beginning.

The following is the format of a semi block style.

Name & Address of the Company	
Ref. Number	Date:.....
Inside Name & Address	
Salutation	
.....	
.....	
..... Body of Letter	
.....	
.....	
.....	
.....	
Complimentary Close Signature & Designation	

2.3 Types of Business letters

1. Enquiry Letter

Enquiry letters are written to inquire about something. It is usually written to seek certain information from the receiver of the letter.

2. Quotation Letter

A quotation letter is a business letter that is simply written to quote the price of a product along with the terms and conditions for the transaction.

3. Order Letters

An order letter is a type of business letter format that is used to order products or services from a vendor, manufacturer, retailer or a wholesaler.

4. Complaint Letters

As the name suggests, this type of business letter is written to show dissatisfaction with a product or a service.

5. Adjustment Letter

Adjustment letters are created to satisfy someone who has lodged a complaint against your company, and they are generated for various types of audiences

3 Internal correspondence

Internal correspondence occurs within the organization and is communication among the employees. Effective internal communication or communication within an organization is essential for operational efficiency.

2 forms of internal correspondence are:

1. Business memorandum
2. Notice

4 Memorandum



A memorandum is short piece of writing used by an officer of an organization to communicate within the organization.

Purpose of writing memorandums:

- For conveying schedule message.
- For submitting periodical reports.
- For communicating changes in organization.
- For issuing instruction to the staff.
- For conforming a decision made at phone.
- For asking certain special information.
- For writing suggestions.

4 Memorandum

Memorandum format is as follows:

Company Name	
Inter-Officer/Memo	
Date:	
Ref. No.	
To:	
From	
Sub:	
	1.
	
	
	2.
	
	
	
Copies to	
.....	
.....	

5 Notices



Notices are means for information dissemination in any organization. A notice is a form of communication sent by a senior person to other employees for making a 'note' of any event.