



Class: TY BSc

Subject : Business Communication

Subject Code: PUSASQF 501

Chapter: Unit 3 - Chapter 3

Chapter Name: Business Letters & Report Writing

Today's Agenda

1. Business letters
 1. Functions of Business Letters
 2. Types of Business Letters
 3. Structure of Business Letter
 4. Form of Layout
 5. Form of Letters
2. Memorandums
 1. Purpose of writing memorandums
 2. Advantages of memorandums
 3. The Memorandum Format
3. Report Writing
 1. Types of Business Reports
 2. Characteristics of a good report
 3. Purpose of a good report
 4. Guiding Principles of Writing a Report
 5. Preparing a Report
 6. Structure of a Report

1 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.

1.1 Functions of a Business Letter



Record for future reference

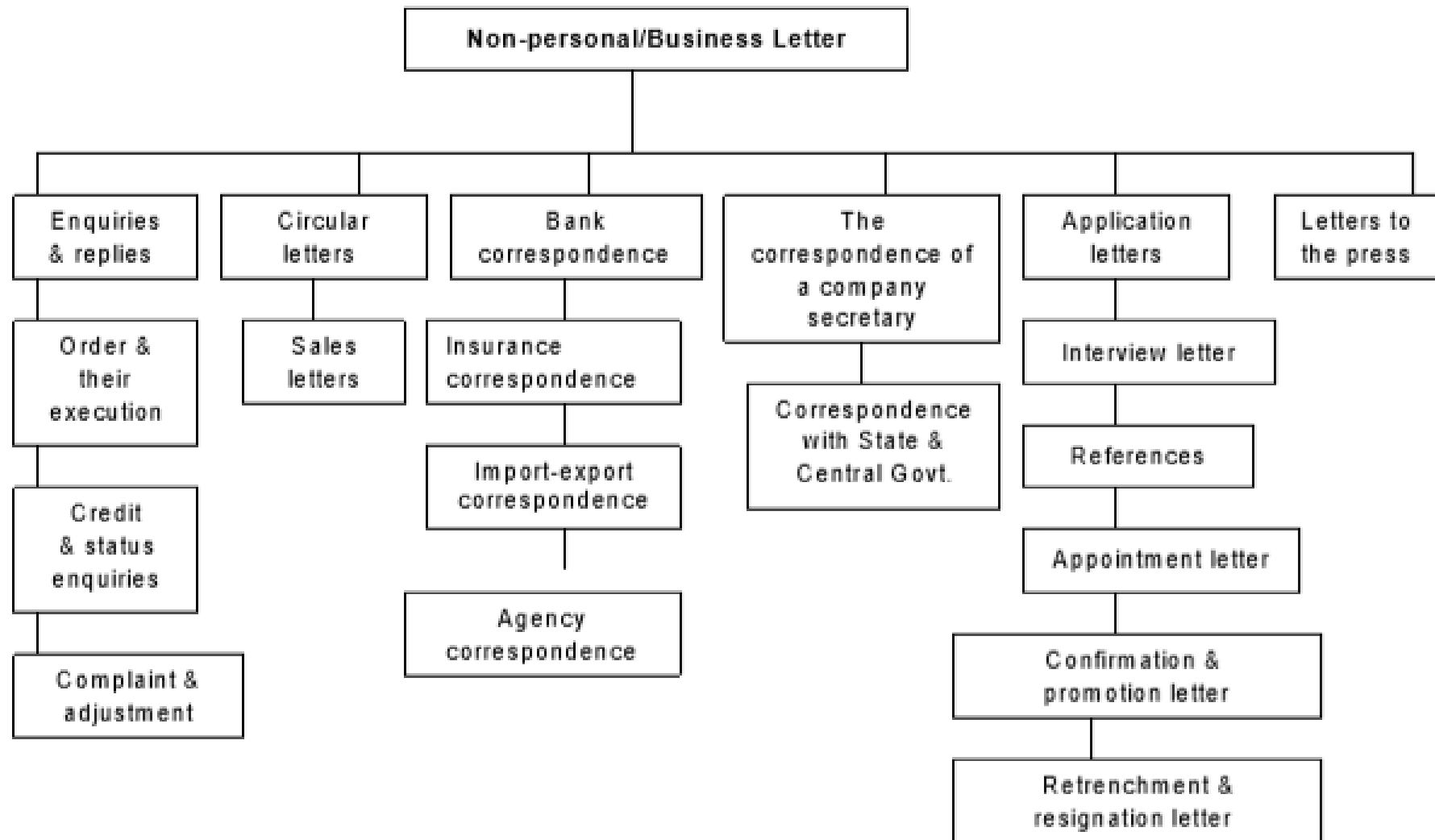
Durable impression

Widen the area of operations

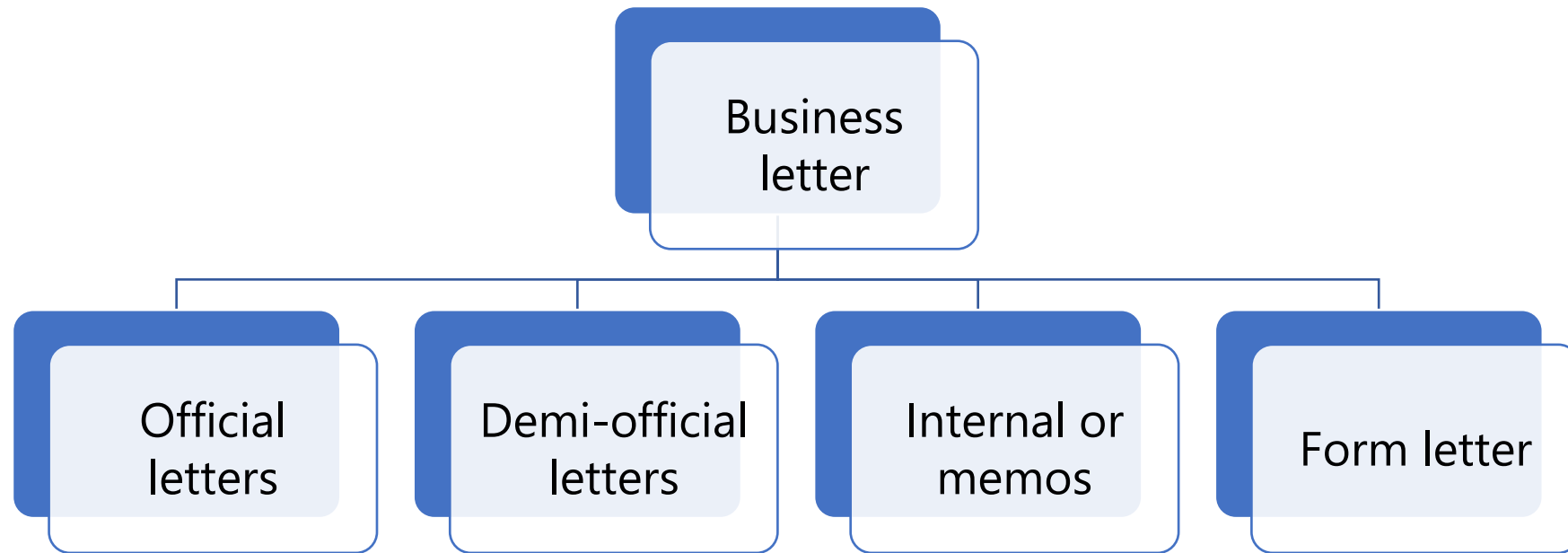
Legal document

Build goodwill

1.2 Types of Business Letter



1.2 Types of Business Letter



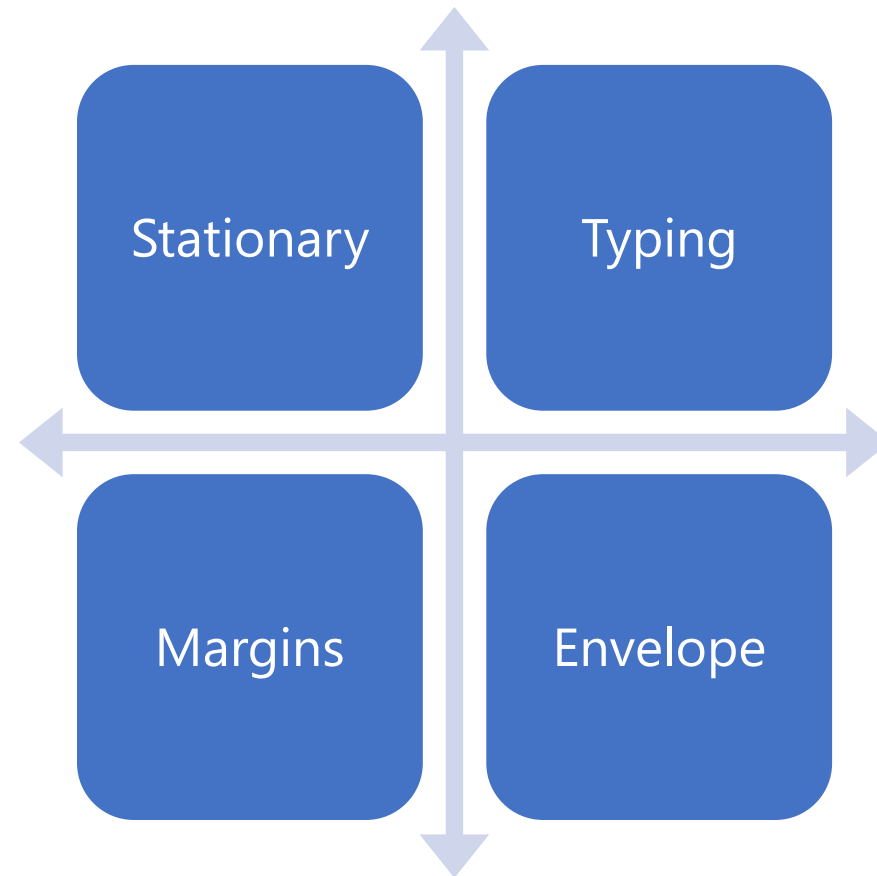
1.3 Structure of Business Letter

ELEMENTS OF STRUCTURE OR PARTS OF A LETTER

1. Heading
2. Date
3. Reference
4. Inside address
5. Attention lines
6. Salutation
7. Subject
8. Body
9. Complimentary close
10. Signature
11. Identification marks
12. Enclosure
13. Copy to
14. Postscript

1.	Heading
2.	Date
3.	Your Reference
4.	Inside Address
5.	Attention
6.	Salutation
7.	Subject
8.	Body
9.	Complimentary close
10.	Signature
11.	Identification Marks
12.	Enclosure
13.	C.C
14.	Post Script

1.4 Form of Layout



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

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

1.5 Form of Letters

3. Modified blocked form

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

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

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

	Name & Address of the Company
Date	
Inside Name & Address	
.....	
Subject	
	 Body of Letter
Signature & Designation	

2 Memorandums

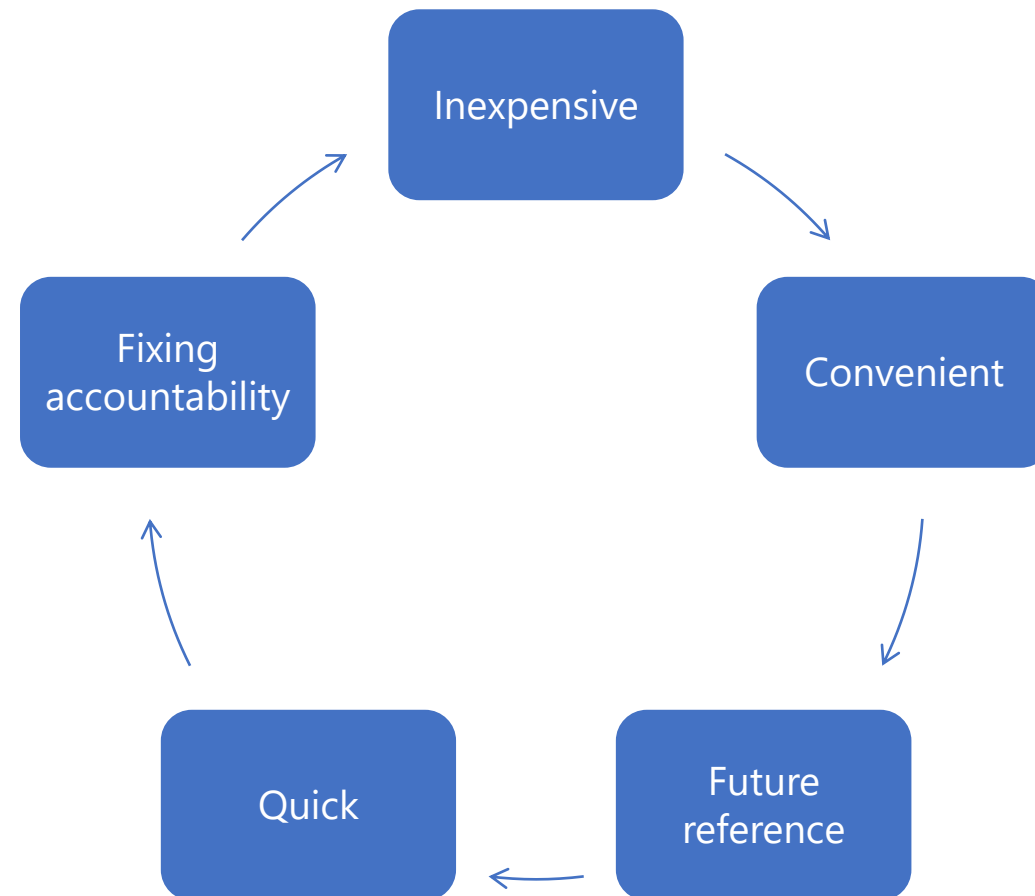


A memorandum is short piece of writing used by an officer of an organization to communicate within the organization.

2.1 Purpose of Writing Memorandums

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- 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.

2.2 Advantages of Memorandums



2.3 The Memorandum Format

The three factors to be kept in mind while considering the tone are:

1. Who is going to read the memo?
2. The subject-matter of the memo, and
3. The company in house style.

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

3 Report Writing

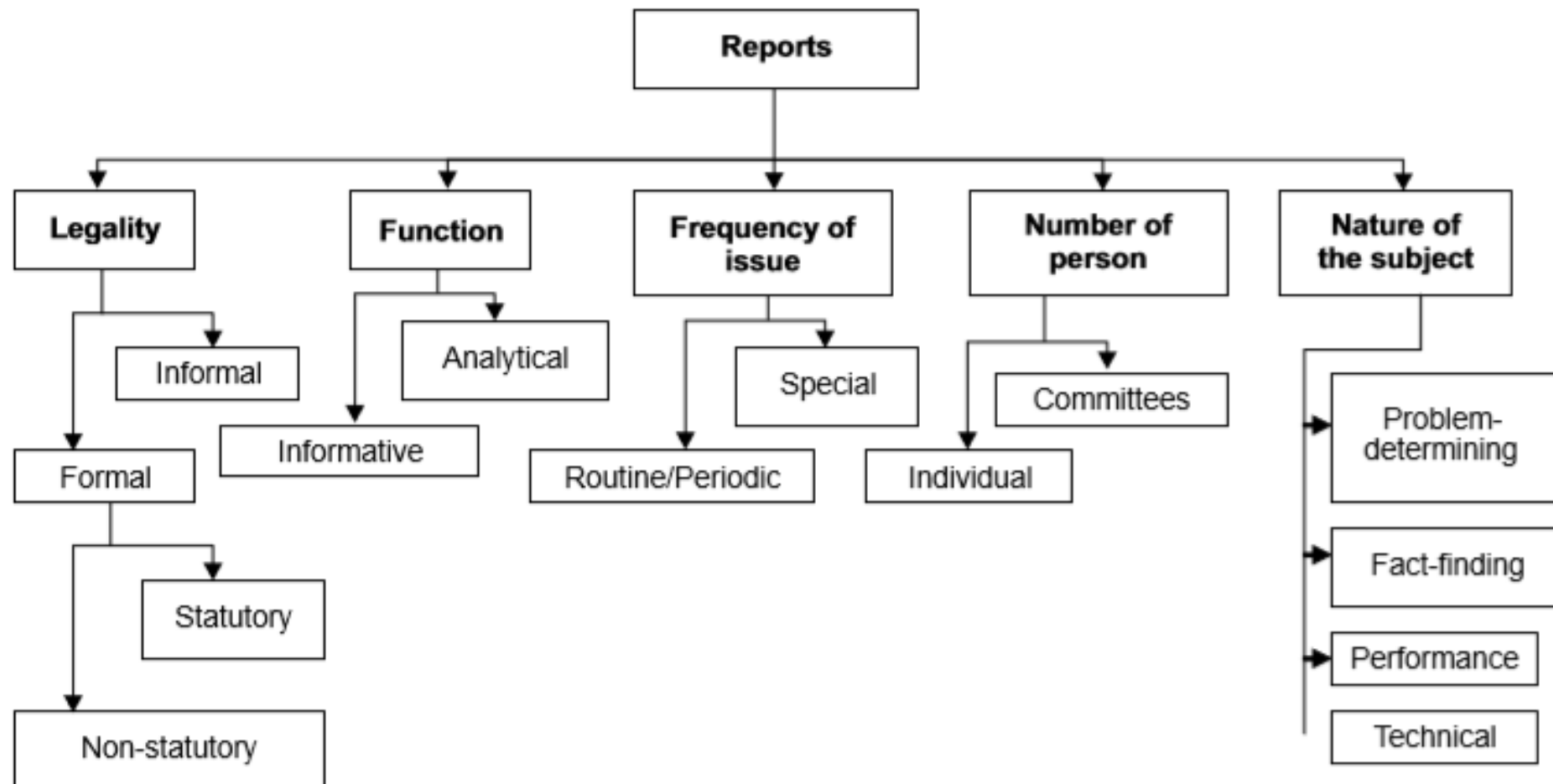


A report is a form of systematic presentation of information relating to an event, progress of action or some business activity. It is a written statement of results, events, qualities, conditions, progress or interpretation of records.

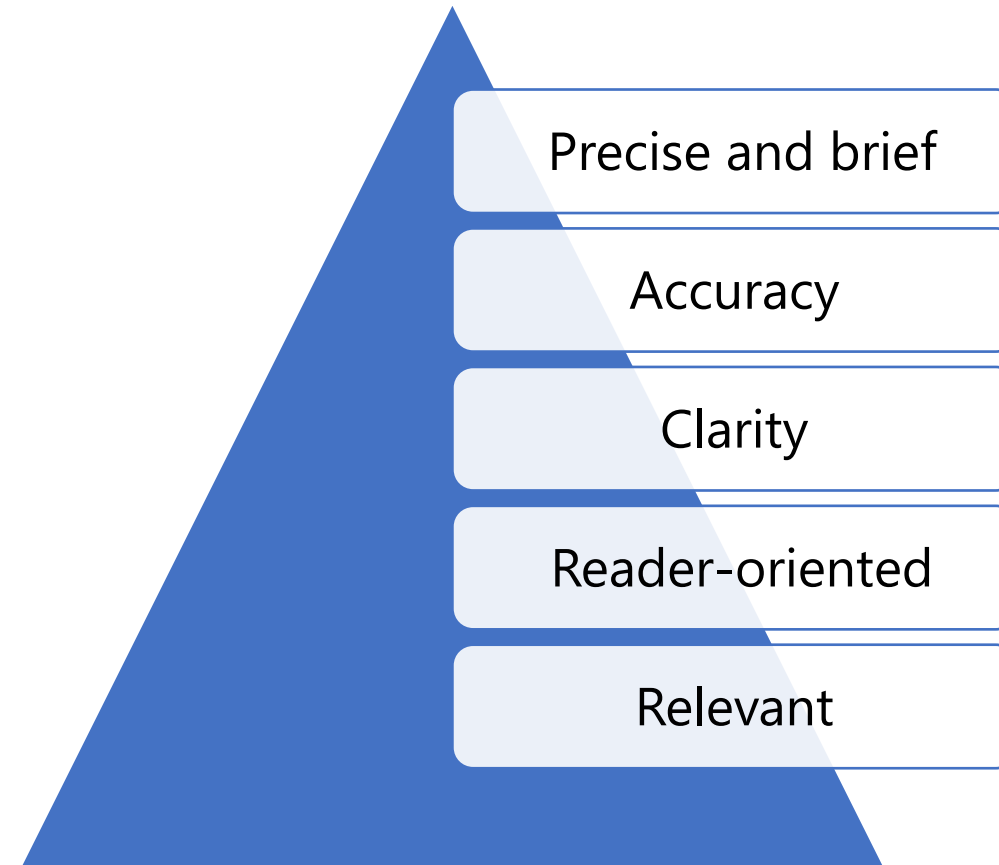
Why are written reports preferred?

1. An oral report can be denied at any time. But written report is a permanent record.
2. An oral report tends to be vague. In written report, the writer tries to be accurate and precise.
3. A written report can be referred to again and again.
4. Distortion during transmission reduces.

3.1 Types of Business Reports



3.2 Characteristics of a good report



3.3 Purpose of a good report

It presents factual information to management.

It records fact and results of investigation or survey for future references.

It provides useful information to shareholders, customers, creditors and general public.

It makes recommendation for future use.

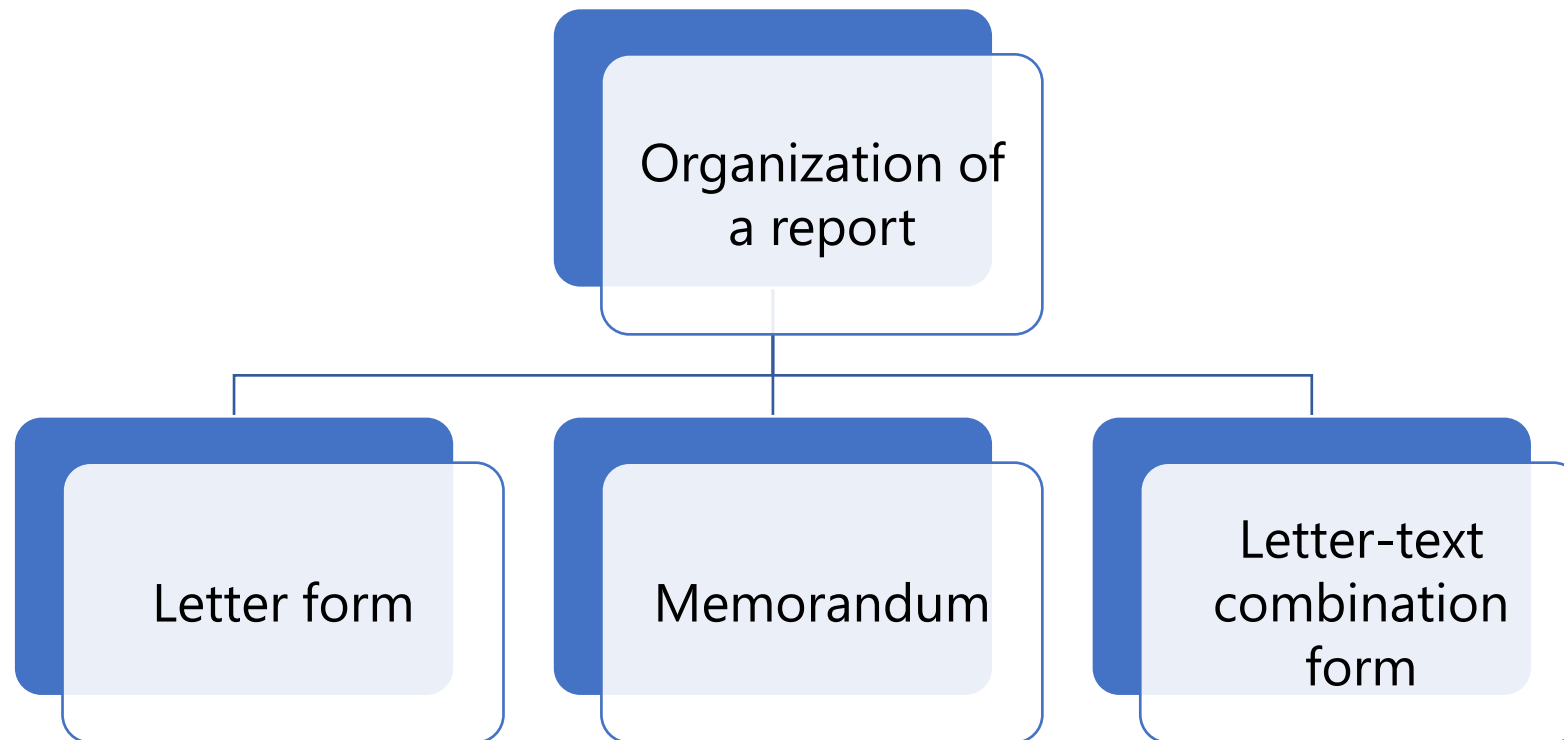
3.4 Guiding Principles of Writing a Report

- The report should be addressed to some definite authority, i.e. the Managing Director or Board of Directors.
- It should contain a short and clear title to know about the report at a glance.
- As the report is generally drafted on the advice or request of some reader, it should quote the term of reference so that it should be clear why the report is required.
- The body of the report should be planned and should be logical in sequence preferably with headed paragraph.
- The recommendations, if any, should be boldly marked so as to invite immediate attention. It may be signed by the officer responsible for it and it should be dated.

3.5 Preparing a Report



3.6 Structure of a Report



3.6.1 Letter-text combination form

(I) Introductory Parts

- Letter of transmittal or letter of presentation
- Cover page
- Title page
- Preface
- Acknowledgement
- Table of contents
- List of illustrations
- Abstract/summary or synopsis

(II) Body of the Report

- Introduction
- Research methodology
- Analysis/ Discussion or description
- Finding
- Conclusions
- Recommendations

(III) End Matters

- List of references
- Glossary
- Bibliography
- Appendices
- Index