

(Question Bank)
Communication in Business - Second Semester

Dear F Y B Com students,

A warm welcome to the "Communication in Business" Question Bank for the second semester. It is sincere our desire to make this question-bank useful to you by providing ample number of relevant questions on all the topics covered by the four units in the course. In accordance with the CBCS (Choice Based Credit System) formula of examination, we have tried to provide the objective-type questions in different formats - MCQs, brief questions, fill in the blanks, do as directed, and true or false statements.

Answers are not provided for all the questions given here. You can download the questions in your PC and bring a print-out to the classroom for meaningful discussion.

We shall be happy to receive feedback from all the F Y B Com students of Bhavan's Sheth R A College of Arts and Commerce. Please feel free to contact the concerned professors with your suggestions and help us make the question-bank as student-friendly as possible.

Note: The question-bank is followed by some self-study material for a better understanding of the subject.

Communication in Business - Second Semester

List of topics as prescribed by the Gujarat University

Unit - 1: (A) Seven C's of Business Letter writing, (B) Important components of Business Letters, (C) Kinds of Business Letters

Unit - 2: Routine Business Letters: Sales letters, Inquiry and Reply letters, Complaint and Adjustment letters

Unit - 3: (A) Resume and Job Applications,
(B) Business Memos, Telex Messages, Facsimiles, Electronic Mail, Handling a Mail

Unit - 4: Business presentation Techniques: forms and methods
(Speeches, personal meeting, Power Point)

Assignments (a) One Power Point Presentation to introduce self
(b) One stage speech to introduce a new product

Unit - 1: (a) Seven C's of Business Letter writing

(A) Answer the following in one or two sentences:

1. When is the business letter effective? Or What makes the business letter effective?
2. Name the seven C's of business letter writing.

3. How do the seven C's of communication help us to write effective business letters?
4. Write one feature of a concise business letter?
5. When is a business letter complete?
6. What does a considerate business letter take into consideration?
7. How can we achieve clarity in a business letter?
8. What does concreteness mean in a business letter?
9. Write one feature of a business letter with courtesy?
10. What kind of errors does a correct business letter avoid?
11. What is meant by "You Attitude"?
12. What is meant by jargon?

(B) Fill in the blanks with appropriate words:

1. A well-planned business letter has proper beginning, _____, and end.
2. A concise business letter conveys the message in _____ possible words.
3. A business letter with consideration of the reader communicates with _____.
4. A business letter with _____ avoids jargons and technical terms.
5. A business letter with concreteness is never _____.
6. A courteous business letter never hurts the _____ of the reader.
7. A correct business letter is based on _____ facts and figures.
8. A business letter with courtesy wins the reader's _____.
9. We must create a _____ connection between ideas in a business letter to achieve clarity.
10. A business letter with consideration expresses _____ in the reader.

(C) Mark an appropriate choice from the options given at the end of each item:

1. A concise business letter avoids _____ words.
(a) ambiguous (b) impolite (c) needless (d) technical
2. "You Attitude" is one of the important features of a business letter with _____.
(a) clarity (b) consideration (c) concreteness (d) completeness
3. A correct business letter follows the standard rules of _____.
(a) grammar and usage (b) business and finance (c) style and etiquette (d) time and transport
4. Which of these make the business letter effective? _____.
(a) seven Samurais (b) seven effective habits (c) seven C's of communication (d) seven wonders
5. A business letter with concreteness presents facts and figures in a _____ way.
(a) poetical (b) straightforward (c) technical (d) universal

(D) Do as directed:

(1) Rewrite the message/ the sentence more clearly:

- *We shall give a generous discount on your order.*
- *We placed an order for table fans and ceiling fans.*
- *We shall dispatch the goods in a few days.*
- *We will soon send you a cheque for an appropriate amount.*
- *We shall try to execute your order at an early opportunity.*
- *Please let us know the discount on large orders.*

(2) Write the following sentence in a concise manner:

- *We are indeed very much pleased to receive your order after a long break of, let us say, more than a year.*
- *A number of customers have written letters to us and have complained about the same thing - your slow services.*
- *It is the sincere purpose of our company to assure that you will receive the maximum possible satisfaction in respect of our products and services.*
- *I have received your letter dated 14th February, 2012, but permit me to say that I regret we cannot send you any samples as requested by you.*

(3) Remove the business jargon and rewrite in a more natural style:

- *Responding to your esteemed favour of 3rd instant, we are rushing our latest price-list.*
- *We beg to acknowledge the receipt of your esteemed favour of 5th instant.*
- *We beg to thank you for your letter of 10th ultimo.*
- *We hereby acknowledge the receipt of your letter.*
- *We are in receipt of a favour dated 10th instant.*

(4) Rewrite the message more politely:

- ❖ *You must quote the most competitive prices.*
- ❖ *As you are unknown to us, you do not deserve goods on credit.*

(5) Give the following message/ sentence a personal touch:

- *Your instructions have been carefully noted down and the order will be executed within two days.*
- *Your order has been received and instructions noted.*
- *Enclosed please find our latest price list.*

(6) Rewrite the sentence with "you attitude":

Owing to our efficiency, our business has expanded.

(E) State whether the following statements are TRUE or FALSE:

1. The language of everyday life will not serve the purpose of business letter.
2. In modern times businessmen avoid stereotyped phrases in letters.
3. Business jargon has now lost its popularity.
4. The use of business jargon helps to create a very good impression in business communication.
5. There is no such thing as business English.
6. Businessmen in India prefer to use business jargon.

7. Business letters should be concise and complete.
8. Business letter writing is a natural gift.
9. A business letter represents the conduct of the firm.
10. Every business letter must have *You Attitude*.
11. *You Attitude* creates a good impression in the mind of the reader.
12. Customer should be flattered.
13. Modern businessmen consider a letter of complaint as a blessing in disguise.
14. *Firm offers are for a specified time only.*
15. An offer for a limited period is called a firm offer.

Unit 1: (b) Important Components of a Business Letter

(A) Answer the following in one or two sentences:

1. Explain the meaning of the lay-out of a business letter.
2. What information does the letterhead of a business letter generally contain?
3. Which part of the business letter should match the Salutation?
4. Explain the importance of the signature in a business letter.
5. Give examples of the British and the American methods of writing the date.
6. What is the meaning of "the body" of the business letter?
7. What is jargon?
8. How is the window envelope useful to the letter writer?
9. What is the most suitable salutation for a high ranking lady?
10. Which is the most popular format of writing the business letter today?

(B) Fill in the blanks with appropriate words:

1. The letterhead is printed at the ----- of the business letter.
2. In Full Block Style the date is written on the ----- side ----- the letterhead.
3. The two months, ----- and ----- are not abbreviated in writing the date.
4. The salutation is a kind of -----.
5. The plural of Madam is -----.
6. The complimentary close is followed by a -----.
7. An appropriate complimentary close for "Dear Sir" is -----.
8. A letter without the ----- has no authenticity.
9. A clerk can sign ----- letters for the firm.
10. Business letter writing is not a ----- gift.

(C) Mark an appropriate choice from the options given at the end of each item:

1. The letterhead appears at the _____ of the business letter.
(a) top (b) bottom (c) centre (d) back
2. The layout of the business letter is the arrangement of its _____ in a particular way.
(a) sentences (b) paragraphs (c) components (d) colours
3. The business letter has _____ regular parts.

(a) three (b) five (c) seven (d) nine

4. The salutation is followed by a _____.

(a) comma (b) full stop (c) exclamation (d) zero

5. The plural form of Madam is _____.

(a) Mesdames (b) Madamus (c) Medams (d) Medicin

6. An employee with the power of attorney signs letters on behalf of the company. Such signature is called _____.

(a) power pro (b) per pro (c) on behalf (d) optional

7. There are _____ popular formats of writing a business letter.

(a) three (b) five (c) seven (d) nine

8. The _____ style is the most widely used format in business communication.

(a) full-block (b) semi-block (c) indented (d) none

9. The _____ style of business letter writing is commonly used in India.

(a) full-block (b) semi-block (c) indented (d) none

10. The _____ style is the traditional format of business letter writing.

(a) full-block (b) semi-block (c) indented (d) none

(D) **Do as directed:**

(1) Give a specimen of the following:

Attention Line, Carbon Copy Notation, Per-pro signature, the letterhead for a firm running under an impersonal title, a specimen of a date in American style

(2) Mention four occasional parts of a business letter.

(3) Mention any two details which could be included in the letterhead but not in the inside address.

(4) Write a suitable form of salutation for writing a letter to a lady government officer

(5) Write today's date in ordinal numbers with open punctuations.

(6) Write your birth date in the cardinal/ American method with open punctuations.

(7) Capitalize appropriate letters, arrange the details in proper order and write the address in block form with open punctuations:

haja taja ni pole/ messrs dhanajibhai shah and sons/ ahmedabad / kalupur/ 380 001

(8) Capitalize appropriate letters, arrange the details in proper order and write the address in indented form with closed punctuations:

ashram road/ opp. shri ram temple/ shreeji investment corporation/ 380 013 / tilak complex/ ahmedabad

(9) Correct the following complimentary close:

your's truly, Your's sincere

(10) Match the items in column "A" with those in column "B":

(1) Instant - (a) Identification Line

(2) Urgent - (b) Salutation

(3) SKD/ NM - (c) Business jargon

(4) Dear Sir - (d) Personal Notation

(1) C R - 695/08 - (a) Complimentary Close

(2) Cheque No. 895021 - (b) Reference No.

(3) Yours faithfully - (c) Enclosure

(1) Instant - (a) Salutation

(2) Esquire - (b) Personal Notation

(3) Sir - (c) Business jargon

(4) Prompt - (d) A title after the name of a gentleman

(1) Under Postal Certificate - (a) complimentary close

(2) Place - (b) salutation

(3) Dear Sirs - (c) mailing instruction

(4) Yours faithfully - (d) order

(E) State whether the following statements are TRUE or FALSE:

1. In America the date is written in ordinal numbers.
2. In the American style the date is generally written in cardinal numbers.
3. Date in a business letter should be written either in ordinal or cardinal style only.
4. According to the British style the date is written in ordinal numbers.
5. May, June, and July cannot be abbreviated.
6. *'Messrs'* cannot form the part of the letter head.
7. *'Messrs'* is always a part of the letter head.
8. Letter heads overloaded with details are not appreciated in modern age.
9. Letter heads in modern business letters are overloaded with details.
10. *The Heading* means the name and full postal address of the addressee.
11. When a personal name forms a part of the title of the firm, *'Messrs'* should not be used before its name.
12. *Parag and Sons* is a personal title.
13. *Kamal Stores* is a personal title.
14. The article 'the' is used as a part of the courtesy title if the letter is addressed to a firm having an impersonal title.
15. *'Messrs'* is not used as part of the title for limited companies.
16. *Rainbow Traders* is a personal title.
17. *Mmes* is written as a courtesy title if the firm's title has only female names.

18. The salutation is followed by a comma or colon.
19. '*My dear Setu*' is a formal kind of salutation.
20. '*My dear Ambani*' is an informal kind of salutation.
21. The most formal salutation is *Sir* or *Madam*.
22. *Madam* is a suitable form of salutation for writing a letter to a lady government officer.
23. *Mesdames* is a plural form of *Madam*.
24. Both *Mr.* and *Esq.* can be used together with the name of a person.
25. *Esquire* is written before the name of a person.
26. When '*Dear Kartavyd*' is used as a form of salutation 'yours sincerely' is an appropriate complimentary close.
27. The appearance of a business letter is not at all important.
28. Margins are not necessary in business letters.
29. Appearance counts in a business letter.
30. In communication, appearance of a letter is of great importance.
31. To keep margins in business letters is uneconomic and therefore, they must be dropped.
32. Indented form is very popular in America.
33. In fully indented letter all the parts of the lay out begin from the left hand margin.
34. It is very convenient to type the Inside Address in Block Form.
35. In fully blocked style the complimentary close is written on the left hand side.
36. There are three popular methods of the layout of a business letter.
37. A clerk signs routine letters on behalf of the firm because he has been given the power of attorney.
38. When an employee signs on behalf of the company with the power of attorney his signature is known as *per pro signature*.
39. *Signature* must be legible.
40. *The postscript* must always be typed.
41. *The postscript* must always be signed by the writer.
42. *The Postscript* is a message written outside the body of the letter.
43. *The Postscript* is a regular part of a business letter.
44. *The Postscript* must always be used in business letter.
45. *The Complimentary close* should match the salutation.
46. *The Complimentary Close* is a polite leave-taking.
47. "*Attention Line*" is an occasional part of a business letter.
48. *Attention Line* is written to draw the attention of the despatch clerk.
49. *Superscription* means writing below the body of the letter.
50. *Superscription* is written below the body of the letter.
51. Window envelopes are used to send valuable and confidential letters.
52. Window envelopes should not be used to send important letters and documents.
53. *Enclosure* is an occasional part of a business letter.
54. *Private, Confidential, Personal,* and *Urgent* are Personal Notations.
55. *Under Postal Certificate* is a mailing direction.
56. *The Identification Line* is also known as the *Source Reference*.
57. 'To' is not written above the Inside Address.

Units 03 and 04

Unit 03 -resume and job application: business memos, telex messages, facsimiles, electronic mail, handling a mail.

Unit 04 – business presentation techniques: forms and methods – speeches, personal meetings, power point.

(A) Objective

1. A resume is a marketing document showing one's potentials.
2. Resume is a French term meaning 'a short statement of the important details of something.'
3. The prime and foremost purpose of a resume is to get an interview call.
4. Curriculum Vitae is a Latin word meaning 'course of life.'
5. Bio data is an abbreviation for Biographical Data.
6. A carefully drafted resume will increase one's chance of getting shortlisted for a job.
7. A resume should not exceed two pages in length.
8. A resume can be written in two basic ways - chronological and functional.
9. Reference section always comes at the end of a resume.
10. Electronic resume are scanned by computers.
11. ASCII Resume is an acronym of American Standard Code for Information Interchange.
12. The term HTML comes from Hyper Text Mark-up Language.
13. The ideal front size of an electronic resume is 10 or 12.
14. The primary difference between a resume and CV is in the length and content.
15. Scannable resumes should convey the same information as traditional ones.
16. The resume content should resonate with each job requirement.
17. While writing a letter of application, the applicant should try to show how valuable he will be to the company.
18. The letter of application could be compared to a sales letter.
19. In a good letter of application, the applicant uses You Attitude.
20. A solicited letter of application is one which is written in response to an advertisement.
21. In the reference Block, the applicant provides the name of referees.
22. A memo is an abbreviation of memorandum.
23. A memorandum is a form of letter written inside the business.
24. Letters are used to write to someone outside the organisation.
25. Letters provide a personal touch.
26. Memos are used to provide a formal touch.
27. In rare cases a memo could be used to communicate with people who are outside the business.
28. A show cause notice is usually sent as a memo.
29. Full form of TMS is text message shorthand.
30. The basic parts of a postal system are collection, sorting and delivery.
31. The telex sends messages by direct electrical circuit.
32. Meetings held with the help of telephone networks are known as video-conferencing.
33. The cost of sending a fax is equivalent to that of a telephone call.
34. Teletex is an old office to office communication system.
35. There are two types of optical storage instruments, CD-ROM and WORM.

36. CD-ROM mean compact disk-read only memory.
37. Full form of WORM is write once read many.
38. Intranet is web service available to workers within the organisation.
39. E-commerce or E-business is defined as use of electronic methods and procedures for business activities.
40. Digital signature is used to authenticate the identity of the sender of an e-mail.
41. Business Process Outsourcing is the contracting of a specific task to a third- party service provider.
42. A speech is an oral form of communication.
43. In manuscript presentation, material is written out and you are supposed to read it out loudly.
44. The impromptu mode, is when you deliver an informal speech without preparation.
45. Kinesics means the study of the body's physical movement.
46. Personal appearance and posture is important part in a speech.
47. The normal number of words in a speech should be 120 to 150 per minute.
48. Pitch refers to the number of vibrations per second of your voice.
49. A pause is a short silence flanked by words.
50. A speech may be formal or informal.
51. Humour in speech making is one way to sustain the interest of an audience.
52. The logical development of ideas in a speech or presentation is very important.
53. Do not play to the gallery while presenting a speech.
54. A speaker could memorize the speech or main points.
55. The mike should be tested before giving a speech.
56. A presentation could take the form of a prepared speech.

(B) Answer the following questions in one or two sentences:

1. What should be the aim of a good resume?
2. What does a header include?
3. What is a Resume?
4. Mention two ways of writing letters of application.
5. What does the Educational Block contain?
6. What is an Electronic Resume?
7. What is a memo?
8. When do you use a letter and when do you write a memo?
9. What is meant by reprimand memo?
10. What is inward mail register?
11. Explain outward mail register.
12. Define Telex.

(C) Write short notes on the following:

1. The sales aspects of letters of application.

2. Inward mail
3. Outward mail
4. Filing.
5. Use of posters, signs and signals for communication.
6. Mechanical devices in the business office.
7. Desk Top Publishing and Electronic Data Processing.
8. Teleconferencing.
9. Voice System.
10. Video - conferencing.
11. Public speaking for business.
12. Characteristics of a good written speech.
13. Facsimile Transmission.
14. Advantages and disadvantages of using the internet.
15. Importance, Advantages, and Disadvantages of different modes of communication.

(D) Answer the following questions in 5 to 8 lines:

1. Why should the letter of application have an attractive beginning? What should the opening contain?
2. What are the functions of a referee? How does a referee write a reply to an inquiry?
3. Show how computers have changed the modes of communication in the business world and how we are moving in the direction of a paperless office.
4. "A picture is worth a thousand words." Discuss with reference to the use of posters in business communication.
5. Mr. Metha has only been using 'correspondence' as a means of communication in his business. Advise him how he can improve his communication.

(E) Prepare a resume for the following advertisement along with cover letter.

1. Wanted a plant Manager at our new factory in Gaziabad,UP. Engineering Graduates with minimum 5 years experience in manufacturing industries as Plant Managers can apply. Apply with particulars to Box. 650, The Hindu, Chennai - 600004 latest by 30th July.
2. Wanted a fast, accurate and hard - working stenographer. Apply giving full particulars and salary expected to Box No.67890, The Times of India, Ahmadabad.
3. Wanted a Public Relation officer at our Nagpur unit with minimum of 7 years of experience. Salary on merit. Apply within 7 days to Box No. 223, The Times of India, Mumbai.
4. Wanted a Librarian at P.M. College of Arts & Commerce, Ahmadabad, Apply to The Principal, P.M. College of Arts & Commerce, Ahmadabad

(F) Do as directed:

1. Alana High school, Rajkot, needs a commerce teacher, Apply to the Principal giving necessary details.

2. Draft a memo to the employee of your firm for irregularities and indiscipline in work.
3. As a principal of a college draft a testimonial for an outstanding student who has just passed the B.A. examination.
4. As a chief guest, draft the speech you would make on the occasion of the inauguration of the opening of a free hospital in a rural area.
5. Prepare a power point presentation of 7 to 8 slides on "AIR POLLUTION"
6. Prepare a power point presentation of 7 to 8 slides on "NO Smoking"
7. Prepare a power point presentation of 7 to 8 slides on "Cancer - a slow killer"

Self-study material

(A) OCCASIONAL COMPONENTS OF A BUSINESS LETTER

(useful for answering questions "E" and "D" in Units Nos. - 1 and 2)

(1) The Reference Line - The Reference Line is written on the left side of the page, generally against the Date Line. It helps in tracing the course of correspondence. Each company or organization creates its own method of writing the reference. For example:

GT/ 598/09.

(2) The Attention Line - The purpose of the Attention Line is to draw the attention of the person who is supposed to deal with the letter. It is placed between the Inside Address and the Salutation. It mentions the name of the recipient or his designation or both. For example -

Attention: Mr. R R Gandhi, the Secretary

(3) The Personal Notations- The personal notations are written between the Inside Address and the Salutation. But if the Attention Line is also used, the Personal Notations can be written above the Inside Address. Personal notations should be typed in capital letters:

PERSONAL, CONFIDENTIAL, URGENT etc.

(4) The Subject Line - The Subject Line is placed above the Inside Address or sometimes between the Salutation and the Body of the letter. It helps the reader to know at a glance what the letter is about. The subject line should be as concise as possible. For example:

Subject: An application for the post of an accountant

(5) The Identification Line/Source Reference - The Identification Line is typed on the left side below the Signature. It consists of two sets of initials divided by an oblique line. The first set of three-letter initials in uppercase refers to the person who dictated the letter and the second set of two-letter initials in lowercase to the one who typed it. For example:

KJP/ NP

(6) The Enclosure - The Enclosure is typed on the left side below the Signature or the Identification Line. **It helps the dispatch clerk in enclosing the necessary documents.** For example:

Enc. or **Encl.** (for a single document)

Encls. (for two or more documents)

(7) The Mailing Directions - The modern practice is to place the Mailing Directions at the top of the letter. **Mailing Directions help the dispatch clerk in dispatching the letter.** Mailing Directions should be typed in capital letters:

REGISTERED MAIL, AIR MAIL, SPEED POST, etc

(8) The Carbon Copy Notations - The Carbon Copy Notations are written below the Signature or the Enclosure on the left side of the page. Through these notations, the recipient knows who else has got a copy of the letter. For example -

Copy to:

or

CC:

(9) The Post Script (PS) - The Post Script is the message outside the main body of the letter. It appears on the left side at the bottom of the page. The Post Script has to be signed again. It is justified only if important information is received after the letter has been typed.

(B) FORMATS OF A BUSINESS LETTER

The format of a business letter is the style of its layout or visual appearance on paper. Three different formats of writing a business letter are as follows:

(1) the Full Block Style - All components of the business letter are aligned to the left-hand margin. Each paragraph is separated from the other by a space of two or three lines. There is no indentation. This style gives the letter a clean and orderly look suitable for business communication. Moreover, it saves the time of the typist. **The full block style is the most widely used format in business letters.**

(2) the Semi-Block or the Semi-Indented Style - This style combines elements of both the Full Block and the Indented styles. The date appears on the right-hand side of the page. The complimentary close and the signature are typed in the centre or on the right-hand side. All other parts of the letter begin at the left-hand margin. The first line of each paragraph is indented. This style is commonly used in India.

(3) the Indented Style - The Letterhead is printed in the centre. The Date and the Signature are placed on the right. The first line of each paragraph is indented. This is a traditional format of business letter. It is hardly used now because it is time-consuming.

(C) Kinds of a Business Letter (Notes on Unit 1: topic - C)

Sales Letters:

Even if the companies make an excellent product they still need to contact and convince the customers to buy them. The aim of a sales letter is to promote the sale of a product or service and to create goodwill.

Sales letters target particular groups or categories of prospective customers and highlight special features of the product. The reader of a sales letter should feel that he or she must grab the opportunity by accepting the offer or purchasing the product.

Sales letters may announce the launch of a new product or festival sales. Brochures and samples can be sent with the sales letters.

Ad of products through print and electronic media (newspapers, T. V., radio etc) is expensive and impersonal. A sales letter is an effective means to reach a large number of customers with a greater degree of "personal touch."

Large business houses hire the services of professional experts to design sales letters for each product. Sales letters should arouse the reader's interest and curiosity in the product. One formula of writing a sales letter is - A I D A: Attention, Interest, Desire, and Action.

Inquiry letter:

The business cycle generally begins with an inquiry from a retailer to the supplier/ manufacturer. The purpose of an inquiry letter is to request information regarding the prices of goods, discount, terms for sale, and time limit for the delivery of goods etc.

An inquiry from the retailer includes some of the following points:

1. the nature of the retailer's business, future business plans or how the retailer came to know about the supplier
2. a request for the latest price-list and catalogue of products
3. a request for a generous discount and competitive terms for sale
4. a request for a definite time limit for the delivery of goods

Terms generally used in an inquiry letter:

Catalogue is a list of things, often with a brief description to help the customers make their choice.

Price-list is a list of current prices of goods for sale

Quotation is the supplier's written estimate which includes all applicable charges and taxes on the goods.

Proprietor is the owner of a business.

Reply Letter:

A letter of inquiry offers a business opportunity to the supplier or the manufacturer. A reply to a business inquiry must be written carefully and sent promptly to turn it into an order. The reply letter should provide necessary information in clear terms to help the prospective customer place an order.

A reply to a business inquiry generally includes some of the following points:

1. Thanking the prospective customer for an inquiry
2. Sending the catalogue and the price list
3. Offering rates of discount and terms for payment
4. Promising the delivery of goods within a particular time limit
5. Looking forward to a lasting and happy business relationship

Complaint Letters:

In spite of our best intentions and efforts there might arise occasions for complaints in business. The customer could make complaints on account of damaged or inferior goods, late delivery of goods, wrong invoicing, rude behaviour of an employee etc. Never hesitate to complain when there are genuine reasons for it. Lodge the complaint immediately in a firm but polite manner.

A letter of complaint generally includes some of the following points:

1. Explaining the exact nature of the complaint
2. Giving specific details about the inconvenience or loss you have suffered
3. Suggesting a fair compensation as an adjustment
4. Looking forward to a positive response from the correspondent

Adjustment Letters:

Letters of complaint give the businessman an opportunity for reviewing the quality of one's product or service. A prompt response to complaints helps to maintain customer's confidence and goodwill.

Take a genuine interest in the customer's problem and show in your reply that you have investigated the complaint fully. Tact is necessary when the customer's request cannot be granted. Even if you cannot take any responsibility for the damage or the loss, you should not indicate that the customer's request is unfair. Express your desire to serve the customer to his or her satisfaction.

A good adjustment letter includes some of the following points:

1. Apologizing for the inconvenience if the complaint is genuine, or expressing your concern even if you are not responsible for the cause of the complaint
2. Explaining the facts of the case as you understand them after an investigation
3. Making an offer of a fair adjustment (compensation, extra discount, etc) as the case may be
4. Promising that care would be taken to avoid mistakes in future