

Commercial Communication - Semester - II - 2015-16

નોંધ: સમયના અભાવે અભ્યાસક્રમ અધુરો ન રહે તેવા આશયથી ઘણું મટીરીઅલ એક સાથે આપવામાં આવ્યું છે. આ મટીરીઅલનો ઉપયોગ કેમ કરવો તેની સમજ આપવાનો અમારો પ્રયત્ન છે.

(૧) કોમર્સીઅલ કમ્યુનિકેશન પેપરમાં કુલ ચાર યુનિટ છે જેમાંથી યુનિટ 4 (b) (ઈ-મેઈલ રાઈટીંગ) સિવાયના દરેક યુનિટના ટોપિકસનું લીસ્ટ અહીં આપની જાણ માટે આપવામાં આવેલ છે.

(૨) યુનિટ-1ના બે ટોપિકસના જવાબ અહીં આપેલા છે. બાકીના ટોપિકસની ચર્ચા વર્ગમાં થશે.

(૩) યુનિટ 2 અને 3ના કુલ બાર વ્યાપારી પત્રમાંથી દસ પત્રના જવાબ અહીં આપવામાં આવ્યા છે. જે પત્રના જવાબ અહીં આપવામાં નથી આવ્યા તેની ચર્ચા વર્ગમાં થશે. જરૂરી લાગે છે ત્યાં અંગ્રેજી શબ્દોના ગુજરાતી અર્થ આપની સહુલિયત માટે આપવામાં આવ્યા છે.

(૪) યુનિટ 4 (b) (Vocabulary)ના પચાસ અંગ્રેજી શબ્દોના અર્થ અહીં સરળ ભાષામાં સમજાવવામાં આવ્યા છે. યુનિટ 4 (a) (Email-writing) અંગે આપે સંબંધિત પ્રોફેસરનો સંપર્ક કરી માહિતી મેળવવાની રહેશે.

(૫) પ્રત્યેક યુનિટમાં સ્વ-અધ્યયન હેતુથી પરીક્ષા પદ્ધતિ મુજબના પ્રશ્નો આપવામાં આવ્યા છે. આ મટીરીઅલની નકલ વર્ગમાં આપની સાથે અવશ્ય રાખશો જેથી ઓબજેક્ટીવ પ્રશ્નોની પ્રેક્ટીસ વર્ગમાં થઈ શકે.

(૬) મટીરીઅલને અંતે ત્રણે ડીવીઝન માટે અલગ અલગ પેપર આપવામાં આવ્યા છે. આ પેપર આપે અસાઇનમેન્ટ સ્વરૂપે લખવાના છે. આશા છે કે સાથે મળીને આપણે સારું શૈક્ષણિક કાર્ય સિદ્ધ કરી શકશું. આભાર.

Note: We are giving these notes at the beginning of the semester because we would like to teach all the topics well in a time-bound manner. You may want to know how to use the material:

(1) There are four units in the Commercial Communication paper. All units except unit - 4 (b) (E-mail writing) are discussed here.

(2) We are providing here answers for two topics from unit - 1 (Essentials of Business Letter Writing). The remaining two topics will be discussed in the classroom.

(3) Units 2 and 3 (Business Letter Writing) have a total of twelve business letters. We have given here model answers for ten of these letters. The remaining two business letters will be discussed in the classroom. Wherever necessary, Gujarati meanings have been given for English words to help you understand better.

(4) Fifty English words from unit 4 (a) (Vocabulary) have been explained here in simple English. Please contact the concerned professor for unit 4 (b) (Email-writing).

(5) At the end of each topic, we have given exercises to help you prepare for the exam. Please bring a hard copy of these notes and exercises to the classroom. We will do some practice in the classroom.

(6) At the end of these notes, you will find three sets of papers - one for each of the three divisions. You have to write these papers as part of your assignment for this semester. We hope that together we can do good academic work. Always enjoy learning! Thank you.

Bhavan's Sheth R A College of Arts and Commerce, Ahmedabad
Semester II - Commercial Communication - (2015-16)

Unit : I (Essentials of Business Letter Writing):

- (1) Physical appearance of the business letter
- (2) Layout of a Business Letter:
 - (a) Regular parts
 - (b) Occasional parts of the business letter
- (3) Seven C's of effective business letter writing

Discuss the important features of the physical appearance of the business letter.

(Answer will be discussed in the classroom - જવાબની ચર્ચા વર્ગમાં થશે.)

Objective questions (physical appearance of the business letter+):

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

1. Firm offers are for a specified time only.
2. Block form of writing an inside address is convenient for the typist.
3. The business letter represents the image of the firm.
4. There should be minimum folds in the business letter.
5. There is no substitute for letter writing in business communication.
6. Appearance of the letter is important in business communication.
7. Margins are not necessary in the business letter.

(ii) Do as directed:

- (1) Illustrate only with lines the indented form of writing the Inside Address.

Discuss the regular parts of a business letter.

(Answer will be discussed in the classroom - જવાબની ચર્ચા વર્ગમાં થશે.)

Objective type questions (the regular parts of the business letter):

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

1. Patel Stores is a personal title.
2. The Signature is a regular part of the business letter.

3. The Inside Address in the business letter is the recipient's address.
4. The Salutation is a kind of greeting.
5. The message of the business letter is its body.
6. The Complimentary Close is a kind of polite leave-taking.
7. Letterheads overloaded with details are not appreciated in modern age.
8. The salutation is followed by a comma.
9. *Mesdames* is the plural form of *Madam*.
10. A clerk can sign routine business letters for the firm without the power of attorney.
11. In the American style, the date is written cardinal numbers.
12. Both "Mr" and "Esq" can be used with the name of a person.

(ii) Choose an appropriate option to fill in the blanks:

1. April 1, 2016 is the ----- method of writing the date.
(a) British (b) American (c) ordinal (d) international
2. The address of the company that writes the letter is called the -----.
(a) Inside Address (b) Heading (c) Complimentary Close (d) First Paragraph
3. The complimentary close is followed by a -----.
(a) full stop (b) exclamation mark (c) question mark (d) comma
4. "Yours faithfully" is the -----.
(a) complimentary close (b) enclosure (c) pass word (d) salutation
5. ----- is the correct form of the complimentary close.
(a) Yours faithfully, (b) Your's faithfully (c) Your faithfully (d) Yours unfaithfully,
6. The ----- is generally specially designed and printed for the business letter.
(a) Letterhead (b) Date (c) Inside Address (d) Salutation
7. There are ----- regular parts of the business letter.
(a) seven (b) five (c) four (d) three
8. The signature is followed by the name and ----- of the signatory.
(a) designation (b) thumb impression (c) address (d) birth date
9. "Dear Sir" is an example of the ----- in the business letter.
(a) salutation (b) inside address (c) complimentary close (d) letterhead
10. The Complimentary Close should match the -----.
(a) salutation (b) inside address (c) date (d) enclosure
11. ----- is a personal title.
(a) Nirav Trading (b) The River Front (c) The Oxford Traders (d) Titanic Travellers

(iii) Do as directed:

- (1) Give an example of **Per-pro signature**.
- (2) Mention **three regular parts** of the business letter.
- (3) Write a suitable form of salutation for writing a letter to a lady government officer.
- (4) Write today's date in ordinal numbers.
- (5) Write your birth date in the cardinal method with open punctuations.
- (6) A business letter is addressed to "Sita and Gita Company." **Give an appropriate salutation.**
- (7) Use "Esq" in place of "Mr" and rewrite - Mr. P K Shah, M Com.
- (8) Correct the following complimentary close: *Your's sincere,*

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

ashram road/ opp. jain derasar/ zamzam corporation/ 380 013 / tilak complex/ ahmedabad

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

- | | |
|-------------------------------|-----------------------------|
| (1) Madam - | (a) the Complimentary Close |
| (2) 15 th August - | (b) the Inside Address |
| (3) Dear Sir, - | (c) lady officer |
| (4) Yours faithfully, - | (d) ordinal method |
| (5) The Sales Manager - | (e) the Salutation |

Discuss the occasional parts of the business letter.

The layout is the orderly organization of the parts of the business letter. There are about nine occasional parts of the business letter. They are as follows:

- (i) the Reference Line
- (ii) the Attention Line
- (iii) the Personal Notations Line
- (iv) the Subject Line
- (v) the Identification Line
- (vi) the Enclosure Line
- (vii) the Mailing Directions Line
- (ix) the Post Script Line

(1) **The Reference Line** - The Reference Line is written on the left side of the page, generally against the Date Line. It helps in tracking previous correspondence. The following is an example of the Reference Line:

Ref: GT/ 598/2013

(2) **The Attention Line** - With the help of the Attention Line the letter is directly delivered to the addressee. The Attention Line 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. Bittu Bakbak, 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 or should be underlined:

PERSONAL, CONFIDENTIAL, URGENT

(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 instantly what the letter is about. The subject line should be as concise as possible. For example:

Subject: Cancellation of an order

(5) **The Identification Line** - The Identification Line is also known as the Source Reference. It 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 refers to the person who dictated the letter and the second set of two-letter initials to the one who typed it. For example:

Ref: KJP/ RT

(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:

Encl.: (1) Photocopy of the Adhar Card

(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 business letter. Through carbon copy notations, the recipient knows who else has got a copy of the letter. For example -

Copy to: The City Police Commissioner, Ahmedabad

(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 by the letter writer.

Objective questions (the occasional parts of the business letter):

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

1. The Postscript must always be signed by the letter writer.
2. The Attention Line is meant to draw the attention of the dispatch clerk.
3. **Confidential** is an example of Personal Notations.
4. The enclosure is an occasional part of the business letter.

5. The postscript must be used in every business letter.
6. The Reference Line helps in tracking earlier correspondence.
7. Mailing Directions help the dispatch clerk in dispatching the letter.
8. The Enclosure Line is typed below the Signature.
9. The Postscript is a message outside the body of the business letter.
10. **Speed Post** is an example of Personal Notations.

(ii) Choose an appropriate option to fill in the blanks:

1. **BCC/ 786/ 2016** is an example of the -----.
(a) Reference Line (b) Attention Line (c) Complimentary Close (d) Salutation
2. The ----- Line instantly informs us what the business letter is about.
(a) Subject (b) Postscript (c) Personal Notations (d) Enclosure
3. The Identification Line is also known as the -----.
(a) Source Reference (b) Simple Reference (c) Subject Line (d) Reference Notations
4. The Attention Line contains the recipient's name or ----- or both.
(a) designation (b) thumb impression (c) address (d) birth date
5. **Urgent** is an example of the -----.
(a) Personal Notations (b) Mailing Directions (c) Postscript (d) Attention Line
6. The ----- is used to draw the attention of the person for whom the message is meant.
(a) Identification Line (b) Reference Line (c) Postscript (d) Attention Line

(iii) Do as directed:

- (1) Give an example of - **the Attention Line**.
- (2) Mention **four occasional parts** of the business letter.
- (3) Give an example of- **the Subject Line**.
- (4) The following two are identified by the Identification Line: (a) -----, (b) -----

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

- | | |
|-------------------------|--------------------------|
| (1) UPC - | (a) Identification Line |
| (2) Urgent - | (b) Enclosure |
| (3) SKD/ NM - | (c) Mailing instructions |
| (4) C R - 695/08 - | (d) Personal Notations |
| (5) Cheque No. 895021 - | (e) Reference No. |

Discuss the seven C's of effective business letter.

Communication failures often lead to confusions, delays, losses, and misunderstandings. A business letter is effective only if it produces a desirable effect on the reader. The seven principles of writing effective business letters are known as the seven C's because they begin with the English letter "C". The seven C's of effective business letter writing are as follows:

1. **Completeness**
2. **Conciseness**
3. **Consideration**
4. **Concreteness**
5. **Clarity**
6. **Courtesy**
7. **Correctness**

1. **Completeness** - Completeness in business letter means that it says everything that has to be said. A business letter is complete if it provides all necessary information and does not miss any important points.

2. **Conciseness** - Conciseness in business letter means that it is as brief as possible but not incomplete. A concise business letter includes all relevant details but does not repeat the same ideas.

3. **Consideration** - Consideration in business letter means that it is written with "You Attitude." "You Attitude" is a genuine concern for the receiver's needs, views, feelings etc. The reader should feel that the business letter is written in his or her interest.

4. **Concreteness** - Concreteness in business letter means that it is specific and definite. The business letter should not be vague and general.

5. **Clarity** - Clarity in business letter means that it says the right thing and uses the right word. A business letter with clarity gives no chance for misinterpretations.

6. **Courtesy** - Courtesy in business letter means that it is polite and pleasant. A courteous business letter reflects "You Attitude and wins the reader's goodwill.

7. **Correctness** - Correctness in business letter means that it is free from errors of grammar, spelling, punctuation etc. A business letter is correct if it provides accurate facts and figures.

Objective type questions (the seven C's of an effective business letter):

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

1. A business letter with courtesy gives no chance for misunderstandings.
2. A correct business letter is brief but not incomplete.
3. A business letter is complete if it says everything that has to be said.
4. A vague business letter can have a concrete message.
5. Consideration in the business letter reflects "You Attitude".

(ii) Choose an appropriate option to fill in the blanks:

1. The business letter is ----- if it does not miss any significant points.

(a) complete (b) concise (c) concrete (d) clear

2. The business letter must be free from errors to be -----.

(a) correct (b) concise (c) concrete (d) complete

3. ----- requires the business letter to be pleasant and polite.

(a) courtesy (b) completeness (c) clarity (d) conciseness

4. "You Attitude" in the business letter means the consideration of the reader's -----.

(a) interests (b) intelligence (c) status (d) insolence

5. Concreteness in the business letter means that it is not -----.

(a) vague (b) abusive (c) wasted (d) incomplete

(iii) Do as directed:

(1) Rewrite the sentence with clarity: **You will get good discount.**

(2) Rewrite with courtesy: **Don't forget to send the goods within one week.**

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

(1) consideration -	(a) politeness
(2) conciseness -	(b) right thing
(3) courtesy -	(c) You Attitude
(4) clarity -	(d) brevity

Unit : II (Business Letter Writing):

(1) Routine inquiry (2) Inquiry for seasonal goods (3) Inquiry for better terms and conditions
(4) Reply to an inquiry (5) Firm offer (6) Voluntary offer

Meanings of important words:

Goods - things bought and sold in the market (ખરીદ વેચાણ માટેની વસ્તુઓ), **Inquiry** (in business) - a customer's request for information about prices, discount, terms and conditions before buying the goods (ખરીદતા પહેલાં ગ્રાહકની ભાવ વગેરે બાબતો અંગે પૂછપરછ), **Terms and conditions** - agreement or understanding between the seller and the buyer about the prices, discounts etc before the actual business transaction (વેચાણ અંગેની શરતો), **Catalogue** - a list of articles, usually with descriptive information or illustrations (સૂચિ-પત્ર), **Quotation** - prices of goods, including all applicable taxes and charges (વસ્તુઓના ભાવ-તાલ, વેચાણની શરતો અને લાગુ પડતા દરેક વેરા, ખર્ચની વિગત), **Offer** - a promotional sale at a much reduced price (નવા ઉત્પાદનનું વેચાણ વધારવા માટે ઓછા ભાવ સાથેની ઓફર), **Firm offer** - offer of special discount for a limited period of time (સમય મર્યાદા વાળી ઓફર), **Voluntary offer** - offer of special discount without a time limit (સમય મર્યાદા વગરની ઓફર)

Draft a letter of inquiry on behalf of **Munna Seasonals**, Ahmedabad about winter wears manufactured by Warm Wears International, Ludhiana.

(Answer will be discussed in the classroom - જવાબની ચર્ચા વર્ગમાં થશે.)

Draft a letter of inquiry on behalf of **Gujarat Sales Agency**, Ahmedabad about **Hitachi** air-conditioners manufactured by Hitachi India Corporation, Kolkata. Demand better terms and conditions as you plan to place a large order.

Gujarat Sales Agency

Phone: 079-31009360
gujaratsalesagency@yahoo.co.in

1, Amit Chambers
Nehru Nagar, Ambawadi
Ahmedabad - 380 015
March 15, 2016

To,
The Sales Manager
Hitachi India Corporation
14, New Market
Kolkata

Dear Sir,

We are one of the leading traders in home appliances in Ahmedabad and North Gujarat. Your ad in today's **Times of India** for **Hitachi** air-conditioners appeals to our interest. This summer we plan to stock and sell the whole range of your products.

Please send us the current catalogue and price-list for your products. In view of a large order, we request you to offer a competitive quotation and generous terms. We trust you deliver goods within a week of the receipt of the order.

Yours faithfully,

(Chhota Bheem)
Proprietor

Meanings of important words:

(to) stock - to keep the goods in a large quantity for sale (વેચાણ માટે વસ્તુઓનો સંગ્રહ કરવો),
appliance - an electric apparatus that serves a specific purpose in our houses (ઉપકરણ)

Hindustan Appliances, Kolkata have received an inquiry about **Videocon** fans from **Bijli Electrical Stores**, Ahmedabad. Draft a suitable reply stating terms of payment, discount, and other details.

Hindustan Appliances

033-23109360, 23109361
www.hindustan-appliances.com

14, Arthur Complex
Park Street, Kolkata
March 18, 2016

To,
The Proprietor
Bijli Electrical Stores
1, Amit Chambers, Ambawadi
Ahmedabad

Dear Sir,

Thank you for your inquiry dated March 15, 2016 for the supply of **Videocon** fans. We are enclosing a current catalogue and a price-list for the whole range of our products.

We offer 15% discount on the quoted prices. The transportation cost and taxes will be charged extra. We request you to make the payment against the delivery documents through your bankers.

We promise to deliver the goods within a week from the receipt of the order. We look forward to doing business you. Thank you.

Yours faithfully,

(Haider Amdavadi)
Sales Manager

Bindaas Industries, Daman have introduced a new brand of washing powder. Write a letter to a prospective buyer making a voluntary offer of special discounts.

Bindaas Industries

14, Arthur Complex
Park Street, Daman - 370 420

www.bindaasindustries.com

02871-31009360

March 01, 2016

To,
The Sales Manager
Sales India Corporation
12, P K Chambers
Ashram Road, Ahmedabad

Dear Sir,

Subject: A special offer for **Swachh Bharat** washing-powder

We are pleased to launch **Swachh Bharat** washing powder in the Indian market. Our product is the result of a decade long research by our team of experts.

Swachh Bharat washing-powder saves time and trouble for the house-wife. It is harmless to the skin and the fabrics. The washing-powder is available in small, medium and large packaging. We are enclosing our current catalogue and price-list with this letter.

Since you are a valuable customer, we offer you a special discount of 25%. Please feel free to call us toll free on 1800 420 420 for more details. We advise you to place your order at the earliest to get the benefit of the special discounts. * Please note that this offer shall remain open till March 31, 2016.

Yours faithfully,

(Sudipto Bhattacharya)
Sales Manager

As manufacturers of **Himalaya** air-coolers make a firm offer to a prospective customer for your products.

World Cooling Systems
14, Arthur Complex
Park Street, Kolkata - 700 420

www.worldcoolingsystemes.com

033-31009360
March 05, 2016

To,
The Sales Manager
Sales India Corporation
12, G K Chambers
Ashram Road
Ahmedabad

Dear Sir,

Subject: A special offer for **Himalaya** air-coolers

This summer we are pleased to launch **Himalaya** air-coolers in the market. Our products are the result of a decade long research by our team of experts.

Himalaya coolers offer international quality at affordable prices. They are environment-friendly and minimize power consumption. Our coolers are available in different designs and sizes. We are enclosing our current catalogue and price-list with this letter.

Since you are a valuable customer, we offer you a special discount of 25%. Please call us toll free on 1800 420 420 or visit our website for more details. We advise you to place your order at the earliest to get the benefit of special discounts. *Please note that the offer shall remain open till March 31, 2016.

Yours faithfully,

(Sudipto Bhattacharya)
Sales Manager

Meanings of important words:

(to) enclose - to include some document with a letter (ખરીલે), **range of products** - entire collection of similar products (ખરીલે), **discount** - a price reduction (ખરીલે), **(to) look forward to** - to anticipate with pleasure (ખરીલે)

Umang Industries, Gurgaon have introduced a new brand of washing machine. Write a letter of firm offer to promote the product.

Umang Industries
14, Arthur Complex
Park Street, Gurgaon - 320 420

www.umangindustries.com

013-31009360

March 01, 2016

To,
The Sales Manager
Sales India Corporation
12, P K Chambers
Ashram Road, Ahmedabad

Dear Sir,

Subject: A special offer for **Swacch Bharat** washing-machine

We are pleased to launch **Swacch Bharat** washing machine in the Indian market. Our products are the result of a decade long research by our team of experts.

Swachh Bharat washing machines offer international quality at affordable prices. They are environment-friendly and minimize power consumption. Our products are available in different designs and sizes. We are enclosing our current catalogue and price-list with this letter.

Since you are a valuable customer, we offer you a special discount of 25%. Please call us toll free on 1800 420 420 or visit our website for more details. We advise you to place your order at the earliest to get the benefit of special discounts. * Please note that the offer shall remain open till March 31, 2016.

Yours faithfully,

(Sudipto Bangali)
Sales Manager

Practice work:

1. Anand Crockery Mart, Ahmedabad have inquired about prices, terms of payment and other conditions for the purchase of crockery items with National Crockery Industries, Morbi. Draft a suitable reply.
2. On behalf of Nirma Chemical Works, Ahmedabad write a letter making a voluntary offer for a new brand of washing powder.

Unit : III (Business Letter Writing):

(1) Placing an order (2) Acknowledgement of an order (3) Execution of an order (4) Asking for an extension of time limit to execute an order (5) Offering substitutes goods for ordered item (6) Cancellation of an order

order (in business) - a request for the supply of goods (વસ્તુની ખરીદી માટેનો ઓર્ડર), **(to) place an order** - to give an order for goods (ખરીદી માટે ઓર્ડર આપવો), **acknowledgement** - informing the customer that one has received the order (ઓર્ડર મળ્યાની ગ્રાહકને જાણ કરવી), **execution** (of an order) - supplying the goods as per the customer's order (ઓર્ડર પ્રમાણે વસ્તુઓ ગ્રાહકને મોકલવી), **asking for** - requesting for (વિનંતી કરવી), **extension of time** - additional time (to execute the order) (ઓર્ડરનો અમલ કરવા વધારાનો સમય), **(to) offer** - to give or to supply (આપવા ઓફર કરવી), **a substitute** - something in place of another (એક વસ્તુના વિકલ્પ તરીકે તેના જેવી બીજી વસ્તુ), **cancellation of an order** - informing the seller not to execute the order (ઓર્ડર રદ કરવો)

Place an order for *Samsung LCD TV sets* with ***Samsung India Limited***, Kolkata.

Sterling Electronics

079-231009360
sterlingelectronics@yahoo.co.in

1, Amit Chambers
Mahatma Gandhi Marg
Ahmedabad
March 10, 2016

To,
The Sales Manager
Samsung India Limited
14, New Market
Park Street, Kolkata

Dear Sir,

We thank you for your quotation dated March 7, 2016 for the supply of ***Samsung*** LCD TV sets. We find your terms and conditions suitable and are pleased to place an order for:

- (1) Ten units of Samsung - *Star* - 45" screen at Rs. 50,000/- per unit
- (2) Five units of Samsung - *Smart* - 30" screen at Rs. 35,000/- per unit

We request you to ship the goods through ***Quick Transporters*** as they have a daily service between Kolkata and Ahmedabad. Please pack the goods carefully to prevent damage in transit.

As desired by you, we shall send you a bank draft for the total invoice amount against the delivery documents. Please acknowledge this order. Thank you.

Yours faithfully,

(Paan Singh Tomar)
Proprietor

Meanings of important words:

supply (noun) - quantity of goods to be sent to the customer (પુરવઠો, જથ્થો), **suitable** - of the right kind, acceptable (મહક), **unit** - a single quantity regarded as a separate from goods of the same kind (એકમ), **(to) ship goods** - to send the goods to the customer (ગ્રાહકને વસ્તુ રવાના કરવી), **damage** - loss or harm (નુકસાન), **in transit** - on the way from one place to another (માર્ગમાં), **as desired by** - as per the wishes of (ની ઈચ્છા પ્રમાણે), **invoice** - the list of the goods supplied (વેચેલ વસ્તુની યાદી), **amount** - a quantity of money (રકમ)

You have received an order for 100 *Hamsafar* bicycles from **Appu Cycle Stores**, Ahmedabad. Write a letter to acknowledge the order.

Hamsafar Industries

033-23109360
www.hamsafarindustries.com

123, New Market
Park Street, Kolkata
January 20, 2016

To,
The Proprietor
Appu Cycle Stores
1, Amit Chambers
Madhupura, Ahmedabad

Dear Sir,

We acknowledge the receipt of your order dated January 17, 2016 for the following models of *Hamsafar* bicycles at the rates mentioned against them:

50 units of *Hamsafar -Fast - Gents* model at Rs. 8,000/- per unit
30 units of *Hamsafar - Furious - Ladies* model at Rs. 7,000/- per unit

It will take us at least three days from now to execute the order. As you have requested, we shall pack the goods carefully and deliver them through **Quick Transporters**.

We look forward to receiving repeat orders from you. Thank you.

Yours faithfully,

(Chhota Bheem)
Sales Manager

Meanings of important words:

(to) acknowledge the receipt of the order - to say that one has received the order (ઓર્ડર મળ્યાની ગ્રાહકને જાણ કરવી), **dated** - (a letter) bearing the date (ની તારીખનો પત્ર), **rate** (noun) - price or amount to be paid (કિંમત), **(to) execute the order** - to supply the goods as per the customer's order (ઓર્ડર પ્રમાણે વસ્તુઓ ગ્રાહકને મોકલવી), **carefully** - with care (કાળજીપૂર્વક), **repeat orders** - frequent orders (વારંવારના ઓર્ડર)

You have received an order for **Johnny England** readymade garments from **Moody Fabrics**, Ahmedabad. Write a letter of execution.

Cameroon Garments Industries

033-23109360
www.peterengland.com

123, New Market
Park Street, Kolkata
January 23, 2016

To,
The Proprietor
Moody Fabrics
1, Amit Chambers
Madhupura, Ahmedabad

Dear Sir,

Thank you for your order dated January 20, 2016 for **Johnny England** garments. We are pleased to inform you that we have packed the following goods carefully and shipped them through **Quick Transporters**:

Five dozen of **20-20 shirts** (assorted sizes and prints)
Six dozen **Dabang** trousers (assorted sizes and prints)
Three dozen **Gangnam** T- shirts (assorted sizes and prints)

We are sure that the goods will be delivered to you within three days. We are enclosing a copy of the invoice. Please send us a bank draft for Rs. 45,200/- against the delivery documents. Thank you.

Yours faithfully,

(Udhaar Chand Fogat)
Sales Manager

You have received an order for **Samsung** LCD TV sets from **Sterling Electronics**, Nadiad. As you are not able to execute order within the time limit, make a request for an extension of time to execute the order.

Samsung Industries Ltd

033-231009360
www.samsungindia.com

14, New Market
Park Street, Kolkata
West Bengal
March 10, 2016

To,
The Proprietor
Sterling Electronics
1, Amit Chambers
Mahatma Gandhi Marg
Nadiad

Dear Sir,

We thank you for your order dated March 08, 2016 for **Samsung** LCD TV sets. Unfortunately unforeseen circumstances prevent us from executing your order within the stipulated time.

Because of a natural disaster in Japan, Samsung India Ltd has difficulty in importing essential raw materials. For this reason, the company's manufacturing plant has temporarily halted production.

The production work will resume as soon as things get normal. In the given circumstances, we request you to grant us an extension of about two weeks to execute your order. We look forward to a positive response. Thank you.

Yours faithfully,

(Baburao Tawde)
Sales Manager

Meanings of important words:

unforeseen - unexpected (अनपेक्षित), **prevent** - to stop from doing something (रोकजुं), **within** - before the end of a period of time (सुधीमां), **stipulated time limit** - specified or agreed time limit (नियत समय-मर्यादा), **natural disaster** - a natural event that causes serious damage, disruption (कुहरती होणारत), **essential** - necessary, important (जरूरी, महत्वपूर्णा), **raw material** - basic material for some product (उत्पादन माटेनी कायी सामग्री), **temporarily** - for the time being (कामचलाउ घोरणे), **(to) halt** - to bring to a stop (अटकावी देजुं), **(to) resume** - to be begin again (अटक्या पछी इरीथी शरु थजुं), **(to) get normal** - to become as usual after some disturbance (स्थिति सामान्य बनवी), **to grant** (extension of time) - to allow some more time (आपजुं के मंजुर राखजुं)

You have received an order for **pk** colour printers from **Sterling Electronics**, Baroda. As you do not have the ordered goods in stock at the moment, write a letter to offer them substitute goods.

National Computer Systems

023-231009360
www.nationalcomp-systems.com

14, New Market
Park Street, Pune
Maharashtra
March 10, 2016

To,
The Proprietor
Sterling Electronics
1, Amit Chambers
Mahatma Gandhi Marg
Baroda

Dear Sir,

We thank you for your order dated March 08, 2016 for **pk** colour printers. We are sorry to inform you that, due to circumstances beyond our control, we cannot supply the ordered goods for some weeks.

In the given circumstances, we would suggest **hp** colour printers as substitute. The products are almost identical in cost and quality. We are enclosing a current catalogue and price-list for the substitute goods.

If you approve of the substitute goods, please let us know your decision through phone or email. We are sorry for the inconvenience and look forward to your cooperation.

Yours faithfully,

(Haider Amdavadi)
Sales Manager

Meanings of important words:

due to - because of (ને કારણે), **beyond control** - not within one's power to manage (ના નિયંત્રણ બહાર), **ordered goods** - goods requested by the customer (ગ્રાહકે ઓર્ડરથી માંગેલી વસ્તુઓ), **substitute** - something in place of another (એક વસ્તુના વિકલ્પ તરીકે તેના જેવી બીજી વસ્તુ), **almost identical** - nearly the same (લગભગ એક સમાન), **(to) approve of** - to permit or accept something (મજૂર કરવું)

The manufacturers have failed to deliver the goods within the specified time limit. Write a letter to cancel the order.

(Answer will be discussed in the classroom - જવાબની ચર્ચા વર્ગમાં થશે.)

Practice work:

1. Bhaijan Electricals, Rajkot have placed an order for ceiling fans with Bajrangi Industries, New Delhi. There has been a delay in the execution of the order. Cancel the said order.
2. Moody Shoes Company, Kolkata have received an order for "Km-Run" sports shoes which they do not stock now. Write a letter offering a suitable substitute.

Unit : IV (b) (Words commonly used in Business Communication):

1. **Agenda** - a list of things or matters to be discussed at a meeting
2. **At par** - at the face value, having similar or equal value
3. **Backlog** - the total of unfinished work
4. **Bankruptcy** - insolvency, inability to pay the debts
5. **Beneficiary** - one who receives money or assistance under some programme
6. **Bill of Lading** - a list of goods being transported, a receipt issued by the transporters
7. **Black market** - illegal trading in goods or currencies
8. **Breach of Contract** - a failure in fulfilling a legal agreement

9. **Budget** - a plan of income and expenditure, money allocated for a particular purpose
10. **Bullion** - refined gold or silver in large bars, precious metal (sold and bought for investment)
11. **Capital** - funds invested to start a business, financial resources for a business venture
12. **Collateral** - a security against a loan, property that can be claimed by creditor
13. **Commission** - fee or percentage of payment to an agent for some kind of service
14. **Consignee** - the person to whom the goods are being sent
15. **Creditor** - a person or company that provides credit or loan
16. **Dead stock** - commercially unproductive stock or capital
17. **Default** - failure to fulfill a financial obligation
18. **Deficit** - a situation in which expenditure exceeds income
19. **Disbursement** - payment of money in cash or by cheque
20. **Dock receipt** - a document issued by transporters on receipt of goods for transportation
21. **Entrepreneur** - a financier or investor of a commercial enterprise, one who starts business
22. **Exchange rate** - the rate at which the currencies of two countries can be exchanged
23. **Fiscal** - the revenue from taxation, financial matters in general
24. **Franchise** - an agreement or a license to use or sell another company's brand or products
25. **Freight** - goods for transport or charges paid for the transportation of goods
26. **Gross** - the total amount of money before deduction of taxes and other expenses, the total amount before deductions
27. **Lease** - a hire agreement, a contract permitting the use of a property for a specified period
28. **Liabilities** - debts and financial obligations
29. **Lockout** - preventing workers from entering workplace, a temporary stoppage of operations
30. **Margin** - the gap between income and expenditure, the difference between the cost price and the selling price of goods
31. **Minimum wage** - the lowest rate of payment that the employer has to make to the workers
32. **Monopoly** - lack of competition, an absolute control of a given market or industry
33. **Mortgage** - a deed transferring property to a creditor as security against credit or loan
34. **Negotiable** - something exchangeable for money (cheques, bonds etc)
35. **Patent** - exclusive right to manufacture or sell a product, invention protected by patent,
36. **Petty cash** - a small amount of money kept in office to make small expenses
37. **Pledge** - a solemn promise or commitment, security for the repayment of a loan
38. **Power of Attorney** - legal authority to act for another in legal and business matters
39. **Promissory Note** - a signed agreement promising payment on demand or at a particular time
40. **Rebate** - refund or part of payment returned, reduction in amount of debt or taxes
41. **Recession** - a decline a slowdown in trade and economic activities (for a shorter duration)

- 42. **Reimburse** - to repay the money spent for official purpose, to compensate for loss
- 43. **Revenue** - government's income from taxes, income from business or investment
- 44. **Royalty** - a fixed percentage of income paid to the owner of a copyright or patent
- 45. **Subsidy** - monetary assistance or grant given by government
- 46. **Surplus** - more than needed, money remaining after all liabilities have been met
- 47. **Syndicate** - a group of people or business houses contributing capital jointly
- 48. **Trademark** - a legally registered name or symbol of a company
- 49. **Volume of business** - total amount of business during a specific period of time
- 50. **Waive** - to surrender a claim or to give up a right

Practice work:

Do as directed (words commonly used in business communication):

(1) Match the words in column "A" with their meanings in column "B":

- | | |
|------------------|-----------------------|
| (1) deficit- | (a) percentage |
| (2) recession - | (b) excess |
| (3) backlog - | (c) symbol |
| (4) collateral - | (d) right |
| (5) commission - | (e) shortage of money |
| (6) capital - | (f) gap |
| (7) patent - | (g) slackness |
| (8) surplus - | (h) side by side |
| (9) margin - | (i) investment |
| (10) trademark - | (j) load of work |

(2) Explain the following words in simple English:

- (a) (i) agenda (ii) freight (iii) consignee
- (b) (i) fiscal (ii) dead stock (iii) franchise
- (c) (i) gross (ii) rebate (iii) lease
- (d) (i) revenue (ii) syndicate (iii) beneficiary

Project and Assignment - Commercial Communication - Division "A" - Semester II (2015-16)

1. (a) Discuss the seven C's of the effective business letter writing. (07)

Or

Discuss in detail any seven occasional parts of the business letter.

(b) State whether the following statements are true or false: (04)

(i) Nirav Trading is a personal title.

(ii) Details written on the envelopes are known as "superscription".

(iii) The date is written above the letter head.

(iv) The physical appearance of the business letter influences the reader's attitude.

(c) Do as directed: (04)

(v) Give a specimen of the **Attention Line**.

(vi) Write an appropriate salutation for a male dignitary.

(vii) Rewrite the sentence with clarity: *You will get good discount.*

2. Draft a letter of inquiry on behalf of **Gujarat Sales Agency**, Ahmedabad about **Hitachi** air-conditioners manufactured by Hitachi India Corporation, Kolkata. Demand better terms and conditions as you plan to place a large order. (14)

Or

Umang Industries, Gurgaon have introduced a new brand of washing machine in the market. Write a letter of firm offer to promote the product.

3. You have received an order for 100 **Hamsafar** bicycles from **Appu Cycle Stores**, Ahmedabad. Write a letter to acknowledge the order. (14)

Or

You have received an order for **Peter England** readymade garments from **Satyam Fabrics**, Ahmedabad. Write a letter of execution.

4. (a) Write a complaint through e-mail about the damaged goods. (07)

Or

Write a response through e-mail to a complaint about the rude behaviour of a sales person.

(b) Match the words given in column "A" with their meanings in column "B": (04)

A

B

(i) commission - security against loan

(ii) bullion - right

(iii) patent - percentage

(iv) mortgage - gold

(c) Explain the following words in simple English: (03)

(v) volume of business (vi) franchise (vii) petty cash

5. (a) Fill in the blanks with appropriate options: (05)

(1) _____ is a title of courtesy.

(a) Esq. (b) Maj. (c) *OMG* (d) Edu.

(2) _____ should be avoided in business communication.

(a) Punctuations (b) Spellings (c) Abbreviations (d) Jargons

(3) Comma is used after the _____.

(a) calculation (b) salutation (c) date (d) signature

(4) The _____ is the registered symbol of the company.

(a) remark (b) earmark (c) benchmark (d) trademark

(5) _____ overloaded with details are not appreciated in modern age.

(a) Enclosures (b) Envelopes (c) Letterheads (d) Mails

(b) State whether the following statements are true or false: (05)

(6) The subject line should be as brief as possible.

(7) The complimentary close should match the letter head.

(8) The voluntary offer has no time limit.

(9) 'Consideration' reflects "You Attitude" in the business letter.

(10) The business letter represents the image of the firm.

(c) Match the following: (04)

A

B

(11) royalty - per pro

(12) deficit - American

(13) cardinal - loss

(14) for - fixed percentage

Project and Assignment - Commercial Communication - Division "B" - Semester II (2015-16)

1. (a) Discuss in detail the regular parts of the business letter. (07)

Or

Discuss the important elements of the physical appearance of the business letter.

(b) State whether the following statements are true or false: (04)

(i) The post script must always be signed by the letter writer.

(ii) The **Attention Line** is meant to draw the attention of the dispatch clerk.

(iii) There is no substitute for letter writing in business communication.

(iv) "Urgent" is an example of the Personal Notifications.

(c) Do as directed: (03)

(v) Give a specimen of the Identification Line.

(vi) Give the plural form of "Madam".

(vii) Make the offer firm: *We shall give you a special discount of 30% on your order.*

2. Draft a letter of inquiry on behalf of **Munna Seasonals**, Ahmedabad about winter wears manufactured by Warm Wears International, Ludhiana. (14)

Or

Mohan Crockery Mart, Ahmedabad have inquired about prices, terms of payment and other conditions for the purchase of crockery items with Simpson Ceramic Industries, Dholpur. Draft a suitable reply.

3. The manufacturers have failed to deliver the goods within the specified time limit. Write a letter to cancel the order. (14)

Or

Place an order for *Samsung LCD TV sets* with **Samsung India Limited**, Kolkata.

4. (a) Write a complaint through e-mail about the late delivery of goods. (07)

Or

Write a response through e-mail to a complaint about shortage in quantity of goods.

(b) Match the words given in column "A" with their meanings in column "B": (04)

A

B

(i) collateral - financial help

(ii) margin - labour strike

(iii) subsidy - gap

(iv) lockout - security

(c) Explain the following words in simple English: (03)

(v) monopoly (vi) creditor (vii) dead stock

5. (a) Fill in the blanks with appropriate options: (05)

(1) A business letter with _____ is polite and pleasant.

(a) correctness (b) courtesy (c) concreteness (d) clarity

(2) _____ is a principle of the effective business letter writing.

(a) Concreteness (b) Character (c) Concrete (d) Carefulness

(3) The date appears close to the left hand margin in the _____ style.

(a) Gangnam (b) Semi-block (c) Block (d) Full-block

(4) The _____ is not an occasional part of the business letter.

(a) enclosure (b) letter head (c) reference line (d) identification line

(5) The employee with the power of _____ can sign letters on behalf of the firm.

(a) investment (b) appointment (c) marketing (d) attorney

(b) State whether the following statements are true or false: (05)

(6) The date "February 15, 2016" is written in the British style.

(7) Margins are not necessary in the business letter.

(8) The salutation is a kind of greeting.

(9) Physical appearance is important in the business letter.

(10) The post script is a message outside the main body of the letter.

(c) Match the following: (04)

A

B

(11) revenue - Mailing Directions

(12) liabilities - Source Reference

(13) speed post - obligations

(14) The Identification Line - taxes

1. (a) Discuss the seven C's of the effective business letter writing. (07)

Or

Discuss in detail the regular parts of the business letter.

(b) State whether the following statements are true or false: (04)

(i) The complimentary close is a kind of polite leave-taking.

(ii) In the American style, the date is written the cardinal method.

(iii) The enclosure is typed below the signature on the left side of the business letter.

(iv) Both "Mr." and "Esq." can be used with the name of a person.

(c) Fill in the blanks: (03)

(v) The _____ should match the quality and size of the sheet of the business letter.

(vi) The blank spaces on the four sides of the paper sheet are called the _____.

(vii) Rewrite the message with courtesy: *Don't forget to make the payment by the end of the month.*

2. **Hindustan Appliances**, Kolkata have received an inquiry about **Videocon** fans from **Bijli Electrical Stores**, Ahmedabad. Draft a suitable reply stating terms of payment, discount, and other details. (14)

Or

Bindaas Industries, Daman have introduced a new brand of washing powder. Write a letter to a prospective buyer making a voluntary offer of special discounts.

3. You have received an order for **Samsung** LCD TV sets from **Sterling Electronics**, Nadiad. As you are not able to execute order within the time limit, make a request for an extension of time to execute the order. (14)

Or

You have received an order for **PK** colour printers from **Sterling Electronics**, Baroda. As you do not have the ordered goods in stock at the moment, write a letter to offer them substitute goods.

4. (a) Write a complaint through e-mail about the rude behaviour of a sales person. (07)

Or

Write a response through e-mail to a complaint about damaged goods.

(b) Match the words given in column "A" with their meanings in column "B": (04)

A

B

(i) rebate - payment

(ii) gross - insolvency

(iii) disbursement - total

(iv) bankruptcy - reduction in amount

(c) Explain the following words in simple English: (03)

(v) bill of lading (vi) entrepreneur (vii) beneficiary

5. (a) Fill in the blanks with appropriate options: (05)

(1) The _____ is written when we add some more information to the body of the business letter.

(a) date line (b) attention line (c) post script (d) subject line

(2) BCC/ 420/ 16 is a specimen of the _____ line.

(a) subject (b) attention (c) enclosure (d) reference

(3) _____ offers are made for a fixed period of time.

(a) Ordinary (b) Firm (c) Subscription (d) Voluntary

(4) The _____ is printed at the top of the business letter.

(a) date (b) letter head (c) enclosure (d) identification line

(5) The gap between words and lines is called _____.

(a) spacing (b) guessing (c) margin (d) layout

(b) State whether the following statements are true or false: (05)

(6) The Attention Line tracks the earlier correspondence.

(7) There is no such thing as Business English.

(8) The clerk can sign routine letters on behalf of the firm.

(9) The Block form of writing the Inside Address is convenient for the typist.

(10) Window envelopes save us the trouble of typing the Inside Address again.

(c) Match the following: (04)

A

B

(11) consignee - occasional part

(12) recession - receiver

(13) Urgent - Reference Line

(14) Inq/14/50 - decline