

Bhavan's Sheth R A College of Arts and Commerce, Ahmedabad
Semester II - (2018-19)

University paper style: (2.30 hours, four questions, 70 marks)

Syllabus for Commercial Communication - II

Topics	Units and Questions	Marks
(i) Forms of communication - verbal and non-verbal (ii) Difference between oral and written communication (iii) Advantages and disadvantages (limitations) of oral communication (iv) Advantages and disadvantages (limitations) of written communication (v) Advantages and disadvantages (limitations) of non-verbal Communication	Unit - I (Forms of communication) Q. 1. Essay type question (1/2)	17
(i) Physical appearance of the business letter (ii) Layout of the business letter: regular and occasional parts (iii) Seven C's of effective business letter writing	Unit - II <u>Basics of Business Letter Writing</u> Q. 2. (a) Short note (1/2) (b) Do as directed - Obj. Type Ques. (7/7)	10 07
(i) Inquiry for goods (ii) Reply to an inquiry (iii) Placing an order (iv) Execution of an order (v) Asking for an extension of time to execute the order (vi) Offering substitute goods (vii) Cancellation of an order (for delay in execution)	Unit - III <u>Business Letters</u> Q. 3. Drafting a Business letter (1/2)	17
(a) <u>Complaint and adjustment through email:</u> - Late delivery of goods - damaged goods - shortage in quantity of goods - rude behaviour of a salesperson (b) <u>Vocabulary</u> (fifty words commonly used in business)	Unit - IV(a) <u>Email writing</u> and (b) <u>Vocabulary</u> Q. 4. (a) email writing - complaint or adjustment (b) Vocabulary - Match the following (c) Choose the correct options - MCQs (MCQs - only from Units I and II)	09 06 04

Some YouTube links for self-study:

- (1) Verbal Vs Non-verbal communication (English, 6.55 minutes, Channel - Key Differences)
- (2) Types of communication (English, 4.34 minutes, Channel - ismuelearning)
- (3) Types of communication (Hindi, 3.05 minutes, Channel - Mathur Sir Classes)
- (4) Written communication # Oral communication (Hindi, 6.34 minutes, Channel - Let's Learn)
- (5) Essentials of effective business letter (Hindi, 11.46 minutes, Channel - My Commerce Info)
- (6) Parts of a letter (English, 1.41 minutes, Channel - tulsaccprof)
- (7) Business Letter Parts (English, 3.39 minutes, Channel - Valentine...)

Commercial Communication - II - Model Question Paper for University Exam

1. (a) Discuss the verbal and non-verbal forms of communication. (17)

Or

What is non-verbal communication? Explain its advantages and disadvantages.

2. (a) Attempt any **one** of the following short notes: (10)

(i) Physical appearance of the business letter (ii) Regular parts of the business letter

(b) Do as directed:

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

1. Appearance of the letter is important in business communication.

2. Margins are not necessary in the business letter.

3. A vague business letter has a concrete message.

4. Consideration in the business letter reflects "You Attitude".

- Choose the correct option: (03)

5. **BCC/ 786/ 2019** is an example of the -----.

(a) Attention Line (b) Reference Line (c) Complimentary Close (d) Salutation

6. The Identification Line is also known as the -----.

(a) Source Reference (b) Simple Reference (c) Subject Line (d) Reference Notations

7. **Urgent** is an example of the -----.

(a) Attention Line (b) Mailing Directions (c) Postscript (d) Personal Notations

3. The manufacturers have failed to deliver the goods within the specified time limit. Write a letter to cancel the order. (17)

Or

India Tech Ltd, Mumbai have received an inquiry about **Syska** LED bulbs from **Simba Electrical Stores**, Ahmedabad. Draft a suitable reply stating terms of payment, discount, and other details.

4. (a) Write a complaint through e-mail about the late delivery of goods. (09)

Or

Write an e-mail in response to a complaint about the rude behaviour of a salesperson.

(b) Match the words given in column "A" with their meanings in column "B": (06)

- | A | B |
|----------------------|---------------------|
| (i) beneficiary | - financier |
| (ii) negotiable | - symbol |
| (iii) entrepreneur | - payment on demand |
| (iv) trademark | - exchangeable |
| (v) at par | - receives help |
| (vi) promissory note | - equal value |

(c) Fill in the blanks with the correct options: (04)

- (i) The ----- helps in tracking earlier correspondence.
(a) The Date Line (b) Enclosure Line (c) Reference Line (d) Attention Line
- (ii) The ----- inform the reader who else has received the copy of the letter.
(a) Postscripts (b) Mailing Directions (c) Personal Notations (d) CC Notations
- (iii) The plural form of Madam is -----.
(a) Modems (b) Medames (c) Mesdames (d) Ma'am
- (iv) ----- is a personal title.
(a) Nirav Trading (b) The River Front (c) The Oxford Traders (d) Titanic Travellers

----- X --- X --- X --- X --- X -----

Unit - I (Forms of communication)

- (i) Forms of communication - verbal and non-verbal
(ii) Difference between oral and written communication
(iii) Advantages and disadvantages of oral communication
(iv) Advantages and disadvantages of written communication
(v) Advantages and disadvantages of non-verbal Communication

(i) Discuss the verbal and non-verbal forms of communication:

The answer is not provided here.

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(ii) Explain the difference between oral and written communication:

In a simple sense, communication is an exchange of idea, information, opinion etc. It can take place with or without the use of language. Verbal communication takes place through the medium of language. Verbal communication is of two types - oral and written communication. Both oral and written communications serve different purposes but they generally follow the same principles. Malra Treece comments:

Oral communication is not completely distinct from written communication, for many principles are the same.

The difference between oral and written communications is as follows:

No	Oral communication	Written communication
1.	Oral communication makes use of speech sounds to convey the message.	Written communication makes use of visual symbols to convey the message.
2.	Conversations, telephonic talks, discussions, meetings etc. are forms of oral communication.	Letters, magazines, books, reports, e-mails etc. are forms of written communication.
3.	We can get immediate feedback in oral communication.	Immediate feedback is not possible in written communication.
4.	When the sender and the receiver are face-to-face, non-verbal signals are important in oral communication.	Non-verbal signals have no role in written communication because the writer and the reader are separated from each other.
5.	The speaker uses pauses to indicate logical breaks in an utterance.	The writer uses punctuation marks to indicate logical breaks in a sentence.
6.	Oral communication is usually informal and interpersonal.	Written communication is generally formal and impersonal.
7.	Oral communication uses language informally.	Written communication uses language formally.
8.	Oral communication does not require literacy.	Written communication is limited only to literate persons.
9.	Oral communication is not generally recorded for use in future.	Written communication serves as a permanent record.
10.	Oral communication has no legal validity.	Written communication has a legal validity.

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(iii) What is oral Communication? Discuss its advantages and disadvantages:

Communication plays an important role in modern business. Jobs and promotions are dependent on the way we communicate. Oral communication makes use of the spoken form of language. Oral communication serves our needs for everyday communication. Satya Swaroop Debasish comments:

People communicate in business with each other, most often by oral communication.

Advantages of oral communication:

(1) **Immediate feedback:** Immediate feedback is the most important advantage of oral, face-to-face communication. The listener may provide feedback to the speaker by nodding or asking a question to clarify any doubts.

(2) **Time saving:** Oral communication requires no paper and pencil work and so it saves time. The listener's time is also saved because he or she listens to the message directly.

(3) **Social relations:** Oral communication is conversational and informal. Therefore it is the most effective medium for building social and interpersonal relations.

(4) **Personal touch:** The speaker has a greater opportunity to establish a "personal touch" with the listener.

(5) **Economical:** Oral communication saves money because it does not require us to type and print the message.

Limitations of oral communication:

(1) **Temporariness:** Oral communication serves only immediate purposes of everyday life. Our conversations are temporary because they are not recorded for use in the future.

(2) **No legal validity:** Oral communication does not have a legal validity in business and administration.

(3) **Unsuitable longer messages:** Oral communication is simple and informal. It is not suitable for complicated, extended, and formal messages.

(4) **Physical barriers:** Physical barriers like noise, distance, mispronunciations etc. often hinder oral communication.

(5) **Extempore communication:** Oral communication is more or less extempore. It is mostly unplanned and cannot be revised.

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(iv) What is written communication? Discuss its advantages and disadvantages:

Communication plays an important role in modern business. Written communication serves our needs for communication in formal situations like business, administration, education etc. Vandana Khetarpal comments:

Written communication is an essential part of an organizational life.

Advantages of written communication:

(1) **Clarity and precision:** The writer gets more time than the speaker to organize ideas. Written communication follows the rules of grammar and composition and therefore, it has a greater clarity and precision than oral communication.

(2) **Legal validity:** Written communication has a legal validity. Written reports, notices, resolutions etc are accepted as proof or evidence.

(3) **Serves as a permanent record:** Written communication serves as a permanent record because documents like letters, agreements, contracts etc. can be filed and maintained for use in the future.

(4) **Wider access:** In the age of Information Technology, written messages can be sent to thousands of people through the internet.

(5) **Vehicle of civilization:** Written communication is a vehicle of human civilization. The ability to read and write distinguishes man from beasts and birds.

Limitations of written communication:

- (1) **Requires literacy:** Written communication is not much useful for illiterate people because they cannot read and write.
- (2) **Lack of immediate feedback:** The reader and the writer are separated from each other. Immediate feedback is not possible in written communication.
- (3) **Time consuming:** Written communication requires more time than oral communication in transmitting the message.
- (4) **Costlier than oral communication:** Written communication requires paper and printing facilities and therefore it is costlier than oral communication.
- (5) **Appropriate only for formal occasions only:** Written communication is not as useful as oral communication in informal and social situations.

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(v) What is non-verbal communication? Discuss its advantages and disadvantages:

In a simple sense, communication is an exchange of information, idea etc. It can take place with or without the use of language. Non-verbal communication takes place without the use of language. It includes every aspect of our behavior except oral or written words. Non-verbal communication is an inseparable part of the communication process. Sigmund Freud comments:

No mortal can keep a secret. If his lips are silent, he talks with his fingertips, hands or eyes.

Advantages of non-verbal communication:

- (1) **Complementary to verbal communication:** Non-verbal communication can work in combination with verbal communication. Effective communication requires harmony between verbal and non-verbal communications.
- (2) **Reveals the subconscious mind:** Non-verbal communication reveals subconscious feelings, moods, attitudes etc. We can guess what people really feel and think from the available non-verbal signals.
- (3) **Important in social situations:** Non-verbal communication is very useful in social situations. In normal social conversations more than 70% of the meaning is conveyed through non-verbal communication.
- (4) **Literacy is not required:** Non-verbal communication does not require the use of language. Even illiterate people can use and understand non-verbal communication.
- (5) **Useful for conveying simple messages:** Simple messages are easily conveyed non-verbally through signs and symbols.

Limitations of non-verbal communication:

- (1) **Not useful for long messages:** Non-verbal communication can easily express feelings like sadness, fear, boredom, happiness, surprise etc. But it cannot help us in expressing long and complicated messages.
- (2) **Not easy to understand:** We trust non-verbal signals when they contradict the verbal message. But it is not easy to interpret non-verbal communication accurately.
- (3) **Not useful in formal situations:** Non-verbal communication is useful in social and interpersonal relations but it has a limited scope in formal situations like business etc.
- (4) **Limited to face-to-face communication:** Non-verbal communication occurs only when the sender and receiver meet face-to-face.
- (5) **Can never replace verbal communication:** Non-verbal communication is complimentary to verbal communication but it can never replace verbal communication.

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Self-study exercises:

Units - I (Forms of communication)

Choose the correct option:

1. _____ communication is not meant for permanent record.
(a) Non-verbal (b) Oral (c) Written (d) Punctual
2. Communication through language is called _____ communication.
(a) non-verbal (b) verbal (c) oral (d) written
3. Signs and symbols are forms of _____ communication.
(a) non-verbal (b) verbal (c) simple (d) complex
4. _____ communication is supplemented by non-verbal signals.
(a) Verbal (b) Net (c) Digital (d) Viral
5. The speaker gets little time to organize thoughts in _____ communication.
(a) written (b) oral (c) distant (d) close
6. _____ communication is more time consuming than oral communication.
(a) Downward (b) Upward (c) Slow (d) Written
7. The word *verbal* refers to the use of _____ as a medium for communication.
(a) language (b) sound (c) sign (d) system
8. _____ communication uses language in spoken as well as written form.
(a) International (b) Digital (c) Verbal (d) Non-verbal
9. _____ communication does not require literacy.
(a) International (b) Digital (c) Verbal (d) Non-verbal

10. Language is the only tool for _____ communication.
(a) International (b) Digital (c) Verbal (d) Non-verbal
11. _____ communication is meant to be a permanent record.
(a) Downward (b) Upward (c) Oral (d) Written
12. Written communication is more useful than oral communication in _____ situations.
(a) important (b) formal (c) normal (d) free
13. _____ communication makes use of the spoken form of language.
(a) Downward (b) Upward (c) Oral (d) Written
14. _____ communication has a legal validity.
(a) Downward (b) Upward (c) Oral (d) Written
15. Eye-contact is an element of _____ communication.
(a) International (b) Digital (c) Verbal (d) Non-verbal

Unit - II (Basics of Business Letter Writing)

- (1) The physical appearance of the business letter
- (2) Layout of a Business Letter: (a) regular parts of the business letter
(b) occasional parts of the business letter
- (3) Seven C's of effective business letter writing

(1) Discuss the important features of the physical appearance of the business letter.

There is no substitute for letter writing in business communication. Even in the age of rapid communication, the business letter is not outdated. Most businessmen and companies carry out routine business activities - inquiries, replies, offers, complaints - through the business letter. Business letters must have an attractive and balanced appearance.

The business letter represents the image of the firm that sends it. The physical appearance of the business letter influences the reader's attitude even before he or she reads it. Therefore the writer must take enough care to make the business letter as attractive as possible. The most important elements of the physical appearance of the business letter are:

- (i) Stationery, (ii) Typing, (iii) Margins and Spacing and (iv) Folds

(i) Stationery:

Business letters are written on standard-size sheets of paper. Plain sheets of white bond paper are the most suitable for the business letter. Ruled sheets should never be used. Even if a business letter is short we should not use a half sheet. Envelopes should match the quality and the size of the paper sheets. Details written on the envelope are known as 'superscription'. Window envelopes save us the trouble of writing the inside address again.

(ii) Typing:

The business letter is typed on the single side of a sheet of paper. It should never be handwritten. The business letter must appear neat and clean. It must not look top-heavy, bottom-heavy or lopsided.

The body of the business letter is divided into paragraphs. The length of the paragraphs must have equal length as far as possible.

On the top of the first sheet, there is a printed letterhead of the firm. All additional sheets are of the same size and quality as the first one but do not carry the letterhead. If there are more than two sheets in the letter, we should number them.

(iii) Margins and Spacing:

Margins are blank spaces on the left or right border and at the top or bottom of the business letter. Margins are usually 1.5 inch on the left side of the page and 1 inch on the right side and at the bottom.

Spacing is the arrangement of the space (gap) between words, lines and paragraphs in the business letter. There is usually a single space between lines and a double space between paragraphs.

(iv) Folds:

The sender folds the business letter to insert it into the envelope. We must take special care to fold it properly. There should be minimum folds in the business letter. Careless folding spoils the shape of the business letter.

There are three popular formats of writing the business letter: the full block, the modified block and the semi-block styles.

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(2) Discuss the regular parts of the business letter.

The layout is the organization of the parts of the business letter. The business letter has seven regular parts. They are as follows:

- (i) the letterhead or the heading
- (ii) the date
- (iii) the inside address
- (iv) the salutation
- (v) the message or the body of the letter
- (vi) the complimentary close
- (vii) the signature

(1) the letterhead or the heading -

The letterhead appears at the top of the business letter. Most firms use specially designed letterheads. The letterhead indicates the nature of the business and contains details like name and address of the firm, telephone numbers, email, website etc. Letterheads overloaded with details are not appreciated in modern age.

(2) the date -

The date is written below the letterhead on the right side of the page. But in full block style the date appears below the letterhead at the left margin.

When the date is written with closed punctuations, a comma is placed after the month and a full stop after the year. But the date with open punctuations has no comma or full stop.

The date can be written in two different methods:

the British/ Ordinal Method - 15 August, 1947	the American/ Cardinal Method - August 15 1947
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(3) the inside address -

The Inside Address contains the recipient's name or designation and postal address. It is written below the date at the left margin.

The use of the window envelope saves us the trouble of typing the Inside Address again.

(4) the salutation -

The salutation is a kind of polite greeting. It gives the business letter a personal touch. The salutation is written below the Inside Address. It is followed by a comma. **Sir** or **Madam** is the most formal form of salutation.

Sir is appropriate for addressing a male dignitary. **Madam** is used as a salutation for a lady in a high position. Mesdames (plural form of "Madam") is the most appropriate salutation for a firm run by women.

(5) the body of the letter or the message -

The message is the actual purpose of the business letter. It is also called the body of the letter. The tone of the message should be conversational and friendly. There is no such thing as 'business English'.

(6) the complimentary close -

The complimentary close indicates that the message is complete. It is a kind of leave-taking. The complimentary close appears between the body of the letter and the signature. It is followed by a comma. The complimentary close should match the salutation. An apostrophe sign is not used (for example - Yours faithfully,) in the complimentary close.

(7) the signature -

The signature gives the business letter a legal validity. It appears below the complimentary close. The name and designation of the signatory are typed below the signature. The signature should be legible as far as possible.

A clerk can sign routine letters on behalf of the firm. When an employee signs on behalf of the company with the power of attorney his or her signature is known as per pro signature.

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(3) Discuss the occasional parts of the business letter.

The layout is the 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

(i) The Reference Line - The Reference Line is generally placed against the Date Line on the left side of the page. It helps in tracking previous correspondence. An example of the Reference Line is as follows: **Ref: GT/ 598/2013**

(ii) The Attention Line - The Attention Line mentions the name and/ or designation of the recipient of the letter. It is placed between the Inside Address and the Salutation. An example of the Attention Line is as follows: **Attention: Mr. Bittu Bakbak, the Secretary**

(iii) The Personal Notations - The personal notations are written between the Inside Address and the Salutation. Personal notations should be typed in capital letters or should be underlined. For example: **PERSONAL, CONFIDENTIAL, URGENT** etc.

(iv) 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**

(v) The Identification Line - The Identification Line (also called - Source Reference) is typed below the signature on the left side. It consists of two sets of initials divided by an oblique line. For example: **KJP/ RT**. The Identification Line indicates the person who dictated the letter and the typist of the letter.

(vi) The Enclosure - The Enclosure is typed below the signature on the left side. **It helps the dispatch clerk in enclosing the necessary documents.** An example of the enclosure is given as follows: **Encl. : Photocopy of the Adhar Card**

(vii) The Mailing Directions - The Mailing Directions appear at the top of the letter. **Mailing Directions are useful to the dispatch clerk in dispatching the letter.** Mailing Directions should be typed in capital letters. For example: **REGISTERED MAIL, AIR MAIL, SPEED POST** etc

(viii) The Carbon Copy Notations - The Carbon Copy Notations are written below the signature on the left side of the business letter. Carbon copy notations inform the recipient who else has got a copy of the letter. For example:

Copy to: The City Police Commissioner, Ahmedabad

(ix) **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.

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(4) 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 effective business letter writing begin with the English letter "C". They are therefore known as the seven C's of effective business letter writing. They are as follows:

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

1. **Completeness** - A business letter should be complete. The business letter is complete if it provides all necessary information and does not miss any important points.

2. **Conciseness** - A business letter should be as brief as possible but not incomplete. A concise business letter does not use useless words or 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** - A concrete business letter has a specific and definite message. 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 wins the reader's goodwill.

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

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Self-study exercises:

Units -II (Basics of Business Letter Writing:)

Choose the correct option:

1. April 1, 2019 is the _____ method of writing the date.

(a) British (b) American (c) Indian (d) European

2. The address of the company that writes the letter is called the _____.
(a) Inside Address (b) Heading (c) Complimentary Close (d) Body
3. The complimentary close is followed by a _____.
(a) full stop (b) exclamation mark (c) question mark (d) comma
4. "Yours faithfully" is an example of the _____.
(a) complimentary close (b) enclosure (c) pass word (d) salutation
5. _____ is the correct form of the complimentary close.
(a) Your's faithfully, (b) Yours faithfully, (c) Your faithfully (d) You faithfully,
6. The _____ is generally specially designed and printed for the business letter.
(a) Inside Address (b) Date (c) Letterhead (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) address (b) thumb impression (c) designation (d) aadhar number
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) date (b) inside address (c) salutation (d) enclosure
11. The _____ helps in tracking earlier correspondence.
(a) The Date Line (b) Enclosure Line (c) Reference Line (d) Attention Line
12. The plural form of Madam is _____.
(a) Modems (b) Medames (c) Mesdames (d) Ma'am
13. _____ is a personal title.
(a) Nirav Trading (b) The River Front (c) The Oxford Traders (d) Titanic Travellers
14. **BCC/ 786/ 2019** is an example of the _____.
(a) Attention Line (b) Reference Line (c) Complimentary Close (d) Salutation
15. The _____ Line instantly informs us what the business letter is about.
(a) Postscript (b) Personal Notations (c) Subject (d) Enclosure
16. The Identification Line is also known as the _____.
(a) Source Reference (b) Simple Reference (c) Subject Line (d) Reference Notations
17. The Attention Line contains the recipient's name or _____ or both.
(a) thumb impression (b) designation (c) address (d) birth date
18. **Urgent** is an example of the _____.
(a) Personal Notations (b) Mailing Directions (c) Postscript (d) Attention Line

19. 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
20. The _____ must always be signed by the writer of the business letter.
 (a) enclosure (b) postscript (c) personal notations (d) inside address
21. The business letter is _____ if it does not miss any significant points.
 (a) complete (b) concise (c) concrete (d) clear
22. The business letter must be free from errors to be _____.
 (a) concrete (b) concise (c) correct (d) complete
23. _____ requires the business letter to be pleasant and polite.
 (a) clarity (b) completeness (c) conciseness (d) courtesy
24. "You Attitude" in the business letter means the consideration of the reader's _____.
 (a) interests (b) intelligence (c) status (d) age
25. Concreteness in the business letter means that it is not _____.
 (a) incomplete (b) abusive (c) wasted (d) vague

State whether the following statements are True or False: (Unit - II)

1. Block form of writing an inside address is convenient for the typist.
2. The business letter represents the image of the firm.
3. There should be minimum folds in the business letter.
4. There is no substitute for letter writing in business communication.
5. Appearance of the letter is important in business communication.
6. Margins are not necessary in the business letter.
7. 'Patel Stores' is a personal title.
8. The signature is an occasional part of the business letter.
9. The inside address in the business letter is the recipient's address.
10. The complimentary close is a kind of greeting.
11. The message is the body of the business letter.
12. The salutation is a kind of polite leave-taking.
13. Letterheads overloaded with details are not appreciated in modern age.
14. A clerk can sign routine business letters for the firm without the power of attorney.
15. In the American style, the date is written cardinal numbers.
16. Both "Mr" and "Esq" can be used with the name of a person at the same time.
17. **Confidential** is an example of Personal Notations.

18. The enclosure is a regular part of the business letter.
19. The postscript must be used in every business letter.
20. The Mailing Directions are useful to the dispatch clerk in dispatching the letter.
21. The Enclosure Line is typed below the Signature.
22. **Speed Post** is an example of Personal Notations.
23. A business letter is complete if it says everything that has to be said.
24. A vague business letter has a concrete message.
25. Consideration in the business letter reflects "You Attitude".

Match the following: (Unit - II)

A1	B1	A2	B2	A3	B3
Madam	the Complimentary Close	UPC	the Identification Line	consideration	politeness
15 th August	the Inside Address	Urgent	the Enclosure	conciseness	right message
Dear Sir,	a female dignitary	Cheque No. 895021	the Reference Line	courtesy	'You Attitude'
Yours faithfully,	the ordinal method	SKD/ NM -	the Mailing Directions	clarity	specific message
To,	the Salutation	CR - 786/18	the Personal Notations	concreteness	brevity

Unit - III (Business Letters)

- (i) Inquiry for goods
- (ii) Reply to an inquiry
- (iii) Placing an order
- (iv) Execution of an order
- (v) Asking for an extension of time to execute the order
- (vi) Offering substitute goods
- (vii) Cancellation of an order (delay in execution)

(i) Inquiry for goods

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

Manikarnika Seasonals

079-31009360
manik-seasonals@yahoo.co.in

1, Amit Chambers
Nehru Nagar, Ambawadi
Ahmedabad - 380 015
November 25, 2018

To,
The Sales Manager
Warm Winter International
14, New Market
P K Street, Ludhiana

Dear Sir,

We are one of the leading traders in seasonal goods in Ahmedabad and North Gujarat. This winter we plan to stock all varieties of winter wears. Your ad in today's *Times of India* for *Garam* winter wears appeals to our interest.

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

Yours faithfully,

(Rani Krish Rangoonwala)
Proprietor

(ii) Reply to an inquiry

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, 2019

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

Dear Sir,

Thank you for your inquiry dated March 15, 2019 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,

(Munna Sanju Parmanu)
Sales Manager

(iii) Placing an order

Place an order *MarQ* LED TV sets with **Flipkart India Limited**, Kolkata.

2.0 Electronics

079-231009360
2.0_electronics@yahoo.co.in

1, Amit Chambers
Mahatma Gandhi Marg
Ahmedabad
March 10, 2019

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

Dear Sir,

We thank you for your quotation dated March 7, 2019 for the supply of **MarQ** LED TV sets. We find your terms and conditions suitable and are pleased to place an order for:

- (1) Ten units of *Diamond* 45" screen at Rs. 50,000/- per unit
- (2) Five units of *Gold* 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,

(Gabbar Singh Kesari)
Proprietor

(iv) Execution of an order

You have received an order for **Sanju** readymade garments from **Robot Fabrics**, Chennai. Write a letter of execution.

Theresa Garments Industries

033-23109360
www.theresagarments.com

123, New Market
Park Street, Kolkata
January 23, 2019

To,
The Proprietor
Robot Fabrics
1, Thalaiva Chambers
Rajnipuram, Chennai

Dear Sir,

Thank you for your order dated January 20, 2019 for **Sanju** garments. We are pleased to inform you that we have packed the following goods carefully and shipped them through **Quick Transporters**:

Five dozen of **Sultan shirts** (assorted sizes and prints)
Six dozen **Dabang** trousers (assorted sizes and prints)
Three dozen **Simba** 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,

(Chitti Shivaji Kabali)
Sales Manager

(v) Asking for an extension of time to execute the order

You have received an order for **MarQ** LED 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, 2019

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

Dear Sir,

We thank you for your order dated March 08, 2019 for **MarQ** LED 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 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,

(Nawaz Babu Bandukwala)
Sales Manager

(vi) Offering substitute goods

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

Meetu Computer Systems

023-231009360
www.meetu-comp-systems.com

14, New Market
Park Street, Pune
Maharashtra
March 10, 2019

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

Dear Sir,

We thank you for your order dated March 08, 2019 for **pk** 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,

(Firangi Mallah Khan)
Sales Manager

(vii) Cancellation of an order (delay in execution)

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

Priyanka Silk Palace

079-231009360
priyanakasilks@yahoo.co.in

1, Amit Chambers
New C. G. Road
Ahmedabad
April 11, 2019

To,
The Sales Manager
Mallika Silk Mills
123, Royal Industrial Estate
Athwa Lines, Surat

Subject: Cancel the order dated March 25 for **Mallika** sarees

Dear Sir,

We refer to our email of today morning cancelling our order dated March 25, 2019 for **Mallika** sarees. We confirm the cancellation of the order through this letter.

You had promised to deliver the goods on or before April 10, 2019. The delay in the execution of our order has caused us inconvenience as well as loss of business.

In the given circumstances, we are forced to cancel our order. We hope such delays would not be repeated in future.

Yours faithfully,

(Nick Jerry Jonas)
Proprietor

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Unit - IV (Email writing and vocabulary)

Unit - IV (a) Complaints and adjustment messages through email on the following:

- Late delivery of goods
- damaged goods
- shortage in quantity of goods
- rude behaviour of a sales person

This topic is not discussed here.

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Unit - IV (b) Vocabulary (fifty words commonly used in business)

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

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Self-study exercises:

Units -IV (b) (Vocabulary)

Match the following:

1A	1B	2A	2B	3A	3B
Deficit	Percentage	Rebate	Total	waive	Loan
Recession	side by side	Pledge	grant	margin	Goods
Backlog	Right	Lease	refund	dead stock	Repay
Collateral	Slackness	Fiscal	commitment	freight	group
Commission	shortage	Disbursement	contract	reimburse	unproductive
Capital	load of work	Gross	financial	syndicate	Surrender
Patent	Investment	Subsidy	payment	mortgage	Difference

Department of English
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 Ahmedabad - 380 001