



**CHANDIGARH  
UNIVERSITY**

Discover. Learn. Empower.

# **University Institute of Liberal Arts and Humanities**

Course Name – Professional Business Communication

Course Code – 22PCH-105



**Business letters**

DISCOVER . **LEARN** . EMPOWER

# COURSE OBJECTIVES

The Course aims to:

1	Augment student's overall communication and interpersonal skills by practicing oral and written English for professional life.
2	Enrich reading capability to enhance business sense through special emphasis on business vocabulary and its usage.
3	Write business documents clearly, concisely and analytically in correct syntax.
4	Speak coherently, concisely in social and professional environment.

# Course Outcomes

On completion, the students are expected to:

CO Number	Title	Level
CO1	Apply non-verbal and soft skills effectively to attain expertise in Listening, Speaking, Reading and Writing Skills (LSRW Skills).	Apply
CO2	Apply correct contextual and comprehensible written text and speech in a wide range of communication situations.	Apply
CO3	Demonstrate linguistic competence while speaking and writing through accuracy in grammar, intonation, pronunciation and vocabulary.	Apply
CO4	Evaluate information as critical readers, speakers and writers applying ethics in communication and being sensitive in cross cultural communication.	Evaluate
CO5	Create original short compositions, in the form of paragraph writing, business correspondence, blogs etc. using logical support and argument.	Create



# Business Letters

## Letter

The business letter is the basic means of communication between two companies.

Most business letters have a formal tone.

### Letters may be created and sent as:

- E mail or electronic submission
- Hand- delivered transmissions
- Regular mail transmission

# Difference Between a Letter and an Application

- A **letter** is common form of external communication. It can be either **formal** (also known as Business letters) or **informal**.
- An **application** is a **formal** letter which can be used for applying for leave, job or any professional request.

# Formal and Informal letters

Formal Letters	Informal Letters
Formal letters follow a particular format for writing.	Informal letters do not follow any specific format for writing.
To give a professional look, the formal letters need to be typed on the computer.	These letters can be hand written.
These are written to a formal entity like bank manager, news editor, government official etc.	These letters are written to friends, relatives or parents.

# Letter Mechanics

## Pronoun (Point of View)

- The use of personal pronouns is important in letters . . . I, he, she, it, we, they, you.
- It is perfected to shift our focus from “I” and “We” to “You” and “Your”. The *you-attitude* is recipient –centered.
- Writer has to view things from the reader’s point of view.

# Pronoun Point of view (cont.)

WE- attitude	YOU- attitude
We have received your letter of June 15	Thank you for your letter of June15
I have five year's experience as a sales executive	Five year's practical experience as a sales executive will enable me to push up your sales.
We have shipped the two dozen steel racks you ordered	Your two dozen steel racks should reach you soon/with this letter.



# Do's and Dont's of Letter Writing

- **DO** write with the reader in mind.
- **DON'T** become over-reliant on your computer's spelling/grammar checking facility.
- **DO** keep writing as simple and succinct as possible.
- **DON'T** be tempted to use sarcasm jokingly in written communication.
- **DO** structure and organize your business writing.

# DO'S AND DONT'S OF LETTER WRITING (CONTD.)

- **DON'T** be careless when writing a recipient's name, gender, or professional title.
- **DO** choose an appropriate tone for your business writing.
- **DON'T** forget to include a call to action if a response is needed.
- **DO** save your best-written documents as templates for future use.
- **DON'T** be unprofessional in your writing.

# Parts of a Business Letter

- **Sender's address and date** (Include telephone number and email if available)
- **Inside Address** (recipient's address) -person receiving the letter
- **Salutation** (greeting)
- **Subject line**
- **Body** (paragraphs) -The message
- **Complimentary Close** - Yours faithfully or Yours sincerely
- **Signature Line** (with or without title) -Write name in block letters
- **Enclosure** (optional) cc notation (copies sent to others)
- **Sender/typist initials** (optional)

# Format of a Business Letter

- There are three main styles of Business Letters:
  1. Block style
  2. Modified Block style
  3. Semi-block style
- The Block style format is the most popular.

# Block Style Letter Format

Sender's Address



Date Line



Inside Address



Main Body



Complimentary Close



Your Name  
Address  
Phone Number  
E-mail (optional)

Date

Name of Receiver  
Title  
Company Name  
Address

Subject:



Subject Line

Dear \_\_\_\_\_:



Salutation

When writing a letter using block form, no lines are indented. The first paragraph states the purpose of the letter.

With new paragraphs, just skip a line instead of indenting. The second paragraph includes the supporting details.

The last paragraph restates your purpose and calls for action. You should also thank the receiver for reading the letter.

Yours sincerely

Your Signature

Your Name  
Your Title

# Business Letter - Content

- Body of the letter is the main content of the letter.
- Split the body of long letters to smaller paragraphs..
- The first paragraph should grab attention and state the reason for the letter.
- The middle paragraphs must support your reason and go into details.

# Business Letter – Content (cont.)

- In the final paragraph request the recipient to take some kind of action. It includes ‘call for action’.
- Use of Transitional words during writing the letters: **However, so, therefore, thus, consequently** etc. are some of the transitional words we use while shifting the paragraphs.
- Do not leave room for ambiguity.

# Business Letter – Content (cont.)

- The closing of a business letter usually states ‘Sincerely,’ followed by three blank lines for the writer’s signature and then the writer’s typed name.



# Kinds of Business Letters

There are many kinds of the business letters according to need:

- Enquiry letter
- Offer and Quotations
- Order
- Acknowledgement letters
- Sales letters
- Complaint and Adjustments
- Collection Letters

# Enquiry letter

Letters of enquiry describe what the writer wants and why.

- **Solicited enquiry:** An enquiry made in response to the seller's advertisement and publicity.
- **Unsolicited enquiry:** An enquiry made the buyer's own initiative.
- **Enquiry for some favor:** An enquiry not about goods but about some other *information*, may be about some special price or some favorable terms.

# Enquiry letter (cont.)

- **Opening statement** :Suitable opening sentences in a letter of enquiry includes:  
*We shall be glad to receive details of your terms and conditions for the supply of the following items.*
- **Closing statement**: Suitable opening sentences in a letter of enquiry includes:  
*We look forward to your reply. If your terms are favourable, we will be pleased to send our order immediately.*

# Quotation Letters

After enquires, quotations, stating various term and conditions, are stated or sometimes offers are made.

While drafting letter of quotations consider the following points:

- Reply promptly to quotations and orders made in response to enquiry.
- Make reasonable offers that can persuade the other party to buy.
- Be clear about the various terms used in quoting prices.

# Order Letters

**An order letter is also known as purchase letters.**

Orders placed by letter should-

- Give full details and quote catalogue number, if any.
- Give full description of the date of delivery, mode of transportation etc.

# Acknowledgement Letters

**The receipt of the order should be acknowledged.**

- The letters bearing such acknowledgements are known as Acknowledgement letters.
- This acknowledgement is a legal acceptance of all the mentioned points in the order letter.

# Sales letter

A document designed to **generate sales** is known as Sales letter.

- Influences the reader to take a specific action by making an offer.
- Convinces the reader to place an order.
- Uses the language of persuasion which is indirect approach.

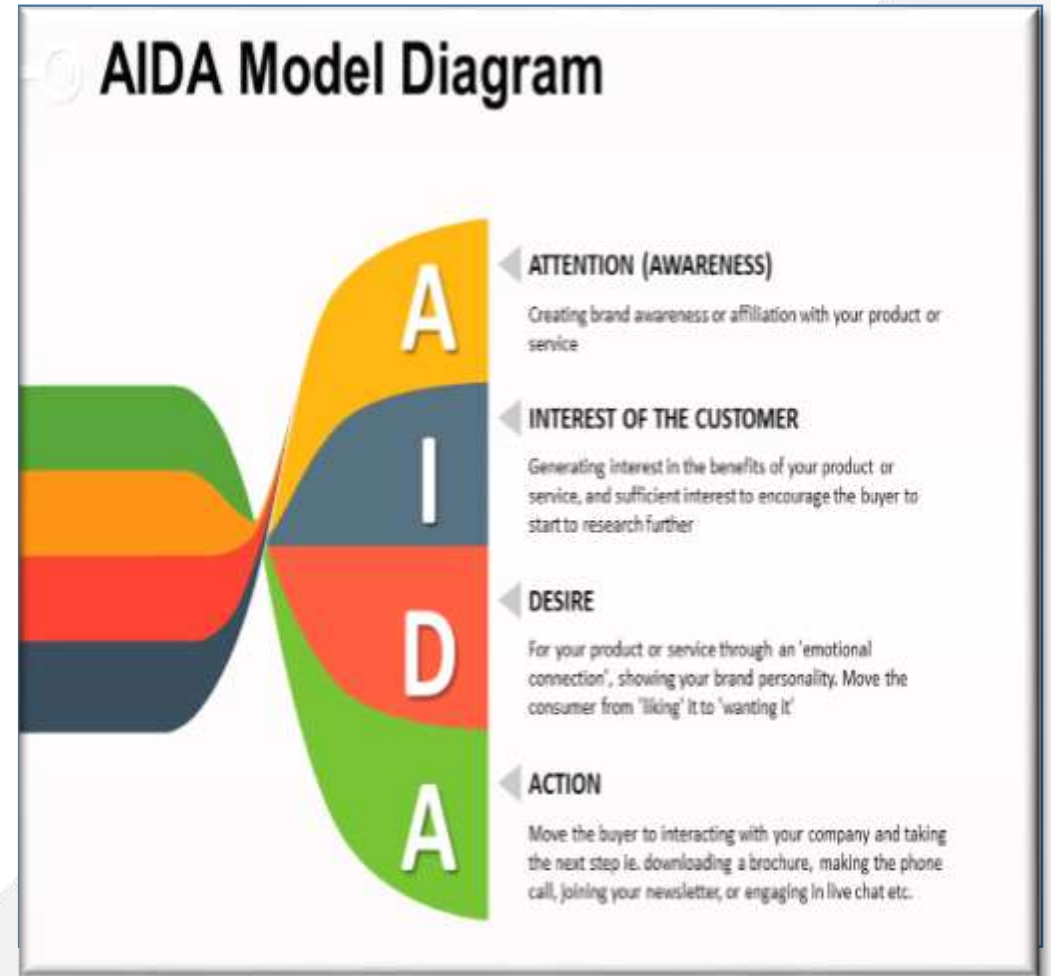
# AIDA model for Sales letter

**Attention:** Attract the reader's attention

**Interest:** Build the reader's interest in the product or service

**Desire:** Create a desire in reader's mind for the product or service

**Action:** Induce the reader to take an action in favour of product or service





# Sample Sales Letter

Sender's name and Address

Date

Receiver's name and Address

Subject: Marketing Sanguino-Pressure Meter V

Salutation

Medical instrumentation in the country has not yet come up with a facility to analyse blood and read pressure simultaneously. There is no other instrument in the market that can match the performance of our Sanguino- Pressure Meter V just patented and turned out of our laboratory.

The gadget is certified for 95 percent accuracy and performs both tasks simultaneously in double quick time. One can now investigate five times number of patients than before in a given duration. Packed in elegant plastic cases in attractive colours, each weighs just 150 grams, a portable companion to any medical doctor.

The manufacturer has offered 50 per cent reduction in cost for the first batch of 10,000 gadgets besides a hundred complimentary numbers. As investors of SPM V we get 40 per cent of the manufacture's profit for the next five years.

I have enclosed both complimentary and concessional coupons (500 nos.) supplied by the manufacturer. In addition, I am sending a handy brochure which carries a brief medical description of the gadget's functions. Please put them to use through whatever marketing strategies you may adopt.

Complimentary close

Signature

## The AIDA Model



# Let's Practice

1. You are a sales representative for your company. Write a letter to Mike Mason of ABC Enterprises, introducing one of your new products. Be sure to give important details about your product. Draft an AIDA letter.
2. You are the purchase officer for your company. Write a letter placing an order for office furniture, specifying the characteristics. Invent all the necessary details.

# Applications

- Applicable to both personal and professional life.
- Will strengthen the Business letter writing skills of students.
- Students will be able to write letters in a wide range of professional situations and will get an extra edge on their professional skills.

# Assessment Pattern

**Students are assessed on the basis of the following parameters:**

- Hourly Tests - 2
- Assignments
- Surprise Test
- Quiz
- Student Engagement
- End Semester Exam

# References

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