



# PERIYARUNIVERSITY

Reaccredited by NAAC with 'A++' Grade - State University, Salem-  
636011, Tamil Nadu, India.

## CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE) BACHELOR OF COMMERCE-(B.COM)

### I SEMESTER

### ELECTIVE COURSE I – BUSINESS COMMUNICATION

### SELF-LEARNING MATERIAL

#### (Quadrant-2)



Subject Matter Expert

**Dr. A. Ramya**

Associate Professor,  
Department of Commerce - BPS,  
Sri Ramakrishna College of Arts & Science,  
Avinashi Road, Nava India Post,  
Coimbatore – 641 006.



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## CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)-ONLINE DEGREE PROGRAMMES BACHELOR OF COMMERCE - (B.COM) I SEMESTER- BUSINESS COMMUNICATION

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## BUSINESS COMMUNICATION

### SECTION 1.1 THE CONCEPT OF BUSINESS COMMUNICATION

Greetings students! welcome to the fascinating course of “Business Communication” in this journey we’ll delve into the core Business communication, discovering its nature, foundations, and functions. We’ll learn about the skills needed to be a good business communication and explore the effective communication thoughts over time.

Business communication is the process of sharing information between people within the workplace and outside a company. Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors.

#### 1.1.1 INTRODUCTION, MEANING AND DEFINITION OF COMMUNICATION

The word “Communication” is derived from the Latin word “communico” which means “To share”. It is the act of sharing or imparting a share of anything. In its vital sense, it means a sharing of ideas and feelings in a mood of mutual understanding. It is a two-way process in which a speaker must have a listener to share the experience.

Communication is the tool with which we exercise influence on others, bring about changes in the attitudes and views of our associates, motivate them and establish and maintain relations with them. Without communication there would not be any interaction between persons. Hence, there cannot be a government or society without communication.

The ability of communication depends upon the advancement of the society he lives. Among human beings, the more civilized and advance groups have higher communication ability than the less advanced groups. It is found that about 75% of

the effective hours of a man is being spent on communication i.e., speaking, writing, listening, reading etc.

### 1.1.2 COMMUNICATION MEANING

Communication is the process of passing information and understanding from one person to another to bring about commoners of interest, purpose and efforts communication as not complete unless the receiver of the message has understood the message properly and his reaction or response is known to the sender.

Feedback is an essential component of communication.

The main purpose of communication is to inform, or to bring someone round to a certain point of view, or to elicit action to achieve organizational goal.

Financial services may be defined as the products and services offered by financial institutions for the facilitation of various financial transactions and other related activities.

Financial services can also be called financial intermediation. Financial intermediation is a process by which funds are mobilized from a large number of savers and make them available to all those who are in need of it and particularly to corporate customers. There are various institutions which render financial services. Some of the institutions are banks, investment companies, accounting firms, financial institutions, merchant banks, leasing companies, venture capital companies, factoring companies, mutual funds etc. These institutions provide variety of services to corporate enterprises. Such services are called financial services. Thus, services rendered by financial service organizations to industrial enterprises and to ultimate consumer markets are called financial services. These are the services and facilities required for the smooth operation of the financial markets. In short, services provided by financial intermediaries are called financial services.

#### Definition

According to Neaman and Summer communication is defined as "an exchange of facts, ideas, opinions (or) emotions by two or more persons'

According to Charless E Redfield "communication is the bread field of human interchange of facts and opinions and not the technologies of telephone, telegraph, radio etc".

According to the Keith and Gulcllini, communication is defined as "In its Everyday meaning, communication refers to the transmitting of information in the form of words or signals or signs from a source to a receiver".

Definition of W.H. Newman and C.F. Summer Jr "Communication is a exchange of facts, ideas, opinions or emotions by two or more persons".

Definition of Fred G.Meyer.

According to Fred G.Meyer, "Communication is the intercourse by words, letters or messages, intercourse of thoughts or opinions. It is the act of making one's ideas and opinions known to others.

### 1.1.3 OBJECTIVES OF COMMUNICATION

Communication is a process through which different persons are connected to each other in such a manner to achieve a common objective. Without communication, group activity is impossible. It helps the members to co-ordinate with each other, exchange their ideas and thereby to make progress.

#### 1. Information:

One of the important objectives of communication is passing or receiving information about a particular fact or circumstance. Every organisation whether a small or large, a complex or a simple require information which is required to be communicated. Top-level management personnel require complete, accurate and precise information to plan and organise. Employees become very efficient and responsible if they know well about the various aspects of an enterprise. It can be done either through spoken or written language or by using any other system of signs. Information required for daily work can be given orally. If large groups have to be informed, a meeting may be called.

Information that are required for the organisation are normally obtained from the sources like old files, personal observation, Radio, TV, Cinema, Newspapers, Periodicals, Pamphlets, Government publications, Chambers of Commerce, meetings, seminars and conferences, personal interviews with people, questionnaire and trade fairs and exhibitions.

## 2. Advice:

Advice is also a kind of information. It means opinion given as to the action to be taken. Advice is normally given to a person either to influence his opinion or his behavior. It may prove helpful, but it may also lead to disaster. So, to make advice effective, while offering advice, the adviser should keep the following points in mind:

Advice should be related to a specific piece of work.

It should meet the needs of the recipient.

It should not make the recipient to feel inferior.

The adviser should make the recipient to feel that he is being advised for his own betterment.

## 3. Order:

Order is an authoritative communication. Orders are absolutely necessary for any organisation irrespective of its nature and size. It is a directive to somebody, normally a subordinate, to do something, to alter the course of something he has already done, or not to do something. An order to be effective-

Should be clear and complete,

Should be given in a friendly manner,

Its execution should be possible.

## 4. Suggestion:

The term suggestion means proposing something for acceptance or rejection. Communication is used to convey suggestion or ideas. This is being constantly done

in all human groups. Someone or the other is making suggestions and other react to them. This happens in any social group like a family, office, factory, State, Nation etc. Effective communication promotes the acceptance and trial of good suggestions. Subordinates normally give suggestions. This is because, they are the ones who are actually involved in the work and have a better understanding of the shortcomings and can make useful suggestions for improvements. That is why, in big concerns suggestions are collected at regular intervals by means of a suggestion box. Such suggestions are known as upward communication.

#### 5. Persuasion:

Including, compelling or promoting a person to act mostly in a positive way is known as persuasion. Persuasion is an important objective of communication. Management tries to persuade their workers to put in their best effort; sellers persuade their customers to buy etc. It takes place through some kind of communication. Persuasion is more easily done by a person who-enjoys respect and confidence of those whom he wishes to persuade. However, if persuasion is to be effective, they must not be conscious of being persuaded.

#### 6. Education:

Education involves imparting instruction, character building, enriching mental faculties, giving training to human beings etc. It aims at widening the knowledge and improving skills. It is carried on at various levels of management namely, top level, employees' level and at the level of outside public. Employees are trained essentially by communication. All education takes place by means of communication.

#### 7. Warning:

Warning is a forceful means of communication. It may be given orally or in writing. Very often, we come across notices like "No smoking", "Beware of dogs", 'Danger' etc. These are some warnings or cautions. In offices and factories, higher officials give warnings to their subordinates, by issue of memos.

#### 8. Motivation:

Inspiring the interest in their job in the minds of the employees is known as motivation. If the people are adequately motivated, they will have high morale and this will be low if the level of motivation is low. Low morale is the basic cause for indiscipline. Motivation determines the behavior of a person to a greater extent. In motivation, employees are motivated in such a manner to work willingly and eagerly. A motivated worker does not need much supervision.

#### 9. Counseling:

Counseling is done by a man of greater skill or knowledge on some specific subject and he offers his counsel without any personal interest. Companies, which are interested in their employees' welfare, have centers to counsel their employees. It is very much similar to giving advice. However, there are some differences between the two also. They are-

- i) Counseling is objective and impersonal, whereas advice is personal touch.
- ii) Counsel is almost professional, whereas advice is not so, and
- iii). Counsel is eagerly sought, whereas advice is very often unwelcome.

#### 10. Morale Boosting:

Morale is the term usually applied to armed forces during war time and to sports and athletic teams. It refers to team spirit and co-operation of people for a common purpose. Its importance has been realised by the management only recently. The management feels that if the morale is high, production would be higher and on the other hand if it were low, the production would also be low. It is already stated that motivation and morale are inter-connected and dependent on each other. If the workers are highly motivated, morale is also said to be high. On the other hand, if the degree of motivation is low, the morale is also said to be low.

## 11. Appreciation:

Praising of initiative, good effort and work by employees is known as appreciation. It is very useful for creating a good attitude. It may be conveyed orally or in writing. If given publicly, it will have better effect.

**LET'S SUM UP:**

Dear learners, in this first section, we have seen that Business communication refers to the process of sharing information between people within and outside a company. It involves the exchange of ideas, instructions, and feedback to achieve organizational goals. Effective business communication ensures clarity, fosters collaboration, and enhances productivity. It encompasses various methods, including verbal, written, and digital forms, and is critical for maintaining relationships with stakeholders, making informed decisions, and driving business success.

**Check Your Progress – Quiz – I**

1. What is the primary objective of business communication?

- A) To share information within and outside a company
- B) To improve the personal relationships of employees
- C) To reduce the use of digital communication methods
- D) To ensure personal opinions are always prioritized

2. Which of the following best defines business communication?

- A) The process of promoting personal opinions among colleagues
- B) The exchange of information and ideas to achieve organizational goals
- C) The use of non-verbal cues to communicate personal feelings
- D) The casual conversation between employees during breaks

3. What is a key benefit of effective business communication?

- A) Increasing the number of informal meetings
- B) Enhancing productivity and collaboration
- C) Limiting feedback from employees

D) Reducing the use of written communication

4. Which of the following is NOT a method of business communication?

A) Verbal communication

B) Written communication

C) Digital communication

D) Telepathy

5. Why is clarity important in business communication?

A) To reduce the number of emails sent

B) To ensure the message is understood and acted upon correctly

C) To limit the amount of feedback received

D) To make communication more informal

## Section 1.2 CHANNELS OR TYPES OF COMMUNICATION

Types of communication can be discussed under the following two broad heads.

I. On the basis of organizational structure:

1. Formal Communication, and

2. Informal Communication.

II. On the basis of media used:

1. Written Communication, and

2. Oral Communication

I. Organizational Structure:

On the basis of organizational structure, communication can be further classified into two namely,

1. Formal Communication, and

2. Informal Communication



We shall now describe them 0briefly.

### 1.2.1 FORMAL COMMUNICATION AND INFORMAL COMMUNICATION

Formal communication takes place via formal channels of the organizational structure established by the management. These channels are deliberately created for regulating the communication flow and to link various parts of the organization. They are helpful for performing functions like planning, decision-making, co-ordination and control. In a formal communication system, matters with regard to who should communicate, what, when and how to be communicated and to whom to be communicated are all clearly defined. The formal organization chart describes the formal lines of authority, power, responsibility and accountability of organizational members. All these relationships involve communication. Formal communications are in writing. There are three forms of formal communication namely

1. Downward,
2. Upward, and
3. Horizontal.

(A). Downward Communication:

Communication is said to be downward when it moves from the top to the bottom. Downward channels are used for passing on managerial decisions, plans, policies and programmes to subordinates down the line for their understanding and implementation. Downward communications are used by the superiors to convey their orders, instructions and directions to their subordinates. In the words of D. Katz and R.L. Kahn, the purpose of downward communication are to-

1. Give job instructions.
2. Create an understanding of the work and its relations with other tasks.
3. Inform about procedures.

4. Inform subordinates about their performance.
5. Indoctrinate the workers to organizational goals.

However, downward communication suffers from certain drawbacks. They are

1. It develops an authoritative atmosphere that might be detrimental to morale.
2. As information passes through the various levels of hierarchy, it might be distorted, misinterpreted etc.

(B). Upward Communication:

Communication is said to be upward when it flows from the subordinates to the top management. Upward communication is used by subordinates for transmitting information, ideas, views and requests to their superiors on matters relating to their jobs, responsibilities etc., Upward communications are also used to convey views, suggestions, grievances and problems of subordinates to their superiors. It enables the subordinates to communicate to the superiors the progress of the work and response to the work assigned to them. Upward communication may be oral or written. It also enables the management to know the extent to which the subordinates understand the policies and programmes of the organization.

(C). Horizontal Communication:

Communication is horizontal when it flows between individuals at the same operational level i.e., between two departmental heads. The purpose of the horizontal communication is to enable managers and others of the same rank to interact on important matters, to exchange information and co-ordinate their activities without referring all matters to the top-level management.

2. Informal Communication:

Informal Communication is free from all the formalities of formal communication. It is based on the informal relationship among the members of the organisation. Informal communication is usually oral and may be conveyed by a simple gesture, glance, nod or smile. The informal relationship that supplements the

formal organisational relationship is referred to as the 'grapevine'. According to H.Koontz and O'Donnel, "the grapevine, of course, thrives on information not openly available to the entire group, whether because it is regarded as confidential, or because formal lines of communication are inadequate to disperse it, or because it is of the kind that would never be formally disclosed".

Informal communications are made by members of the organisation to transfer information both on the matters of task related and non-task related. These communications are free from any trappings of authority and status differentials. Informal communications often serve as supplement to formal communications. Managers and others may sometimes pass on information informally which they would not like to transfer formally for strategic and practical reasons.

### 1.2.2 MEDIA USED

On the basis of media used, communication can be classified into four namely

1. Oral communication
2. Written Communication
3. Non-verbal Communication and
4. Audio-Visual Communication

#### 1. Oral Communication:

Oral communication refers to face to face communication. It offers interchange of ideas at the personnel level. There can be questions and answers. The sender and receiver of the message are in direct contact. If the listener does not understand the message, he can ask for a clarification or raise questions and get the answers. If matters are to be conveyed within an organisation, oral communication is considered as the best as well as the cheapest method of communication. Especially, it is of vital importance in handling difficult or complicated situations.

### Merits of Oral Communication

Merits of oral communication are as follows:

1. It is economical when compared to written communication.
2. It is more flexible and can be effectively combined with gesture and other expressions.
3. It is more effective on account of direct contact between the communicator and communicatee.
4. It leads to better understanding because response to the message can be obtained on the spot, and doubts, clarifications etc. Can also be removed quickly.
5. It is faster and saves time.

Demerits of Oral Communication:

Oral communication has certain demerits. They are:

1. It is not suitable in cases where the message is long and complicated, when the audience is large and when there is no need for interaction.
2. It does not provide any record for future reference.
3. It is time consuming and costly.
4. It cannot be used as a communication media where people scattered over a wide area.
5. It can be irritating and wasteful when the persons involved are poor in talking skills.

2. Written Communication:

Written communication, on the other hand, is very wide in its scope and covers entire paper work relating to all kinds of transactions, agreements, proposals etc. Infact, the main work of any office is written communication. Written

communication though has a place inside the organisation, it is of paramount importance in conveying messages to the external world. Though modern devices such as telephone etc. have lessened the dependence on writing, it still serves as the main channel for all the business transactions. This is because, a written communication can carry assurance of transactions, confirm the dealing and form a reliable record for future reference. Besides, it is the cheapest method of contacting the external world. Hence, it saves money as well as time. Moreover, people place more reliance in pen than in the tongue.

Merits of Written Communication:

There are certain obvious advantages in written communication.

1. Letters or written communications can be kept as a legal record.
2. They can be retained for purpose of future reference.
3. They are formulated more carefully than oral communication.
4. They can save money and time.
5. The written communication is used for all practical purposes in every organisation.

Limitations of Written Communication:

A written communication, though has many points to its credit, is not an unmixed blessing. It too has certain definite limitations. It is not suitable under all circumstances. The following are the situations in which a written communication is unsuitable.

1. Complicated Matters:

Complicated or difficult matters cannot be handled through written communication.

2. Confidential Matters:

Confidential matters cannot be reduced to writing

### 3. Instructions and Clarifications:

Instructions to a subordinate can be best given orally than in writing. If the subordinate seeks any clarification, he can get it at once.

### 4. Assessing the Reaction:

The reaction of the receiver can be best assessed only in a face-to-face communication.

### 5. For Expressing the Feelings:

When two persons are talking, many matters can be said expressly. But many matters are left unsaid or said by implication i.e. understood. This is impossible through a written communication.

### 3. Non-verbal Communication

All the communication that occurs in between the people in an organisation may not be spoken, heard, written or read. In other words, all the communication is not verbal. Some may be non-verbal i. e. unwritten and unspoken. The most important aspect in communication is “to hear what is n’t being said”. Sometimes, the non-verbal message also helps in carrying a verbal message. E.g. smiling while greeting your colleague. Mostly, non-verbal messages are spontaneous. However, it does not mean that they are less important. Then non-verbal communication includes the pitch and tone of the voices, body movement, physical appearance, time, touch, space and territory. The common types of non-verbal communication in business are detailed as shown below.

#### 1. Body Movement:

Body movement as a media of communication can be discussed under three heads namely,

- (i) Facial expression,

(ii) Gestures, and

(iii) Body stance.

i) Facial Expression:

Successful communicators use facial expression as a very effective media of communication. The most expressive part of human body is face-especially eyes. Eye contact and eye movements tell a lot about a person. Hence, normally receiver of oral communication gives much attention to facial expression while receiving the message. This is because it will give a lot of information about the inner feelings of the communicatee, which can't be understood otherwise. However, if a subordinate committed a serious mistake, executive may show anger on his face. If this is the case the subordinates may feel very bad and act indifferently. So, most of the executives now -a - days learnt to scold the subordinate with a feeling of concern for him. This type of approach motivates the subordinates to improve their work performance.

ii) Gestures:

Gesture is a motion of the body or limbs. It is an action intended to express the idea of feeling or to enforce an argument. Gesture includes hand and upper body movements. They provide a lot of important information to face-to-face conversations. They are used to reinforce your verbal message.

iii) Body stance:

Body stance is another form of non-verbal communication. It includes posture of standing, placement of arms and legs, distribution of weight etc. By seeing the standing position of a person, one can understand whether he is interested in the talk or feel very bore etc. For example, leaning slightly towards the communicator would be taken as a sign of interest and involvement in the talk, whereas leaning back might be taken as a sign of boredom.

2. Physical Appearance:

Physical appearance of a person is important for creating a good impression. This is because attractive people tend to be seen as more intelligent and more likeable than unattractive people are. So, they can earn more. One cannot change all of his physical features. Some are changeable and others not. However, understanding the importance of physical appearance can help anybody to emphasize their strong points.

One's clothing, Jewelry, furnishings at home and office provide information about their value, taste, status, age etc. Hence, we should give due weightage to these aspects also to get a good appearance.

### 3. Voice Qualities:

No one speaks in single tone i.e. in an unvaried pitch of the voice. Voice qualities include volume, speed, pitch, tone, and accent. They carry both intentional as well as unintentional messages.

Based on the pitch of the voice, the circumstance when it was conveyed etc., same sentence might carry different meanings. For e. g. while answering the question who was late? Say you were late; the emphasis is given to the word "you" i.e. the answer here is you for the question who was late? Whereas while responding to the other person's denial of being late say you were late, emphasis is given to "were". However, while stressing how late the person was, say you were late emphasis is given to the word "late".

### 4. Space and Territory:

Different types of communication occur at different distances. Competent communicators determine their own personal space needs and those of others. They make the necessary adjustments to facilitate achieving his objective while communicating with people who prefer more or less space. Edward T. Hall in his work, "The Hidden Dimension" has stated that the psychologists have identified four zones within which people interact.

#### i) Intimate Zone:



Intimate zone extends from physical contact to about 18 inches where all your body movements occur. This is the area in which you move throughout the day. It is an area normally reserved for close, intimate interactions. Business associates typically enter this space infrequently and only briefly perhaps to shake hands or pat someone on the back

ii) Personal Zone:

This Zone, extending from 18 inches to about 4 feet, is where conversation with close friends and colleagues takes place. Unlike interaction in the intimate zone, normal talking is the frequent in the personal zone. Some, but not a great deal of, business interaction occurs here. For example, business lunches typically occur in this zone.

iii) Social Zone:

Social zone extends from 4 feet to 12 feet. This is the zone where most business exchanges occur. Informal business conferences and staff meetings occur within this space.

iv) Public Zone:

The public zone extends from 12 feet to as far as the eye can see and the ear can hear. This is the most formal zone, and the least significant interactions occur here. Because of the great distance, communication in the public zone is often one way, as from a speaker to a large audience.

#### 4. Audio- visual communication

Audio-visual communication uses the methods that are seen and heard. It makes use of short films, slides, video tapes, telecasts etc. Examples are small advertisement films, or documentary films related to social issues etc. Screened just before the main picture.

Audio-visual communication combines both sight and sound to attract the attention of the communicatee. If it is of only visual communication, people may just

casually look at it and forget afterwards. But if audio is also combined with visual aids, the message conveyed will be retained much longer than through other media. It is most suitable for mass publicity, propaganda and mass education.

## LET'S SUM UP

Let us sum up the Formal communication, it is the structured and official exchange of information that follows predefined protocols and channels within an organization. It is used to convey messages, decisions, and information in a professional manner. Informal communication is the casual and unofficial exchange of information that occurs naturally among employees. It does not follow formal structures or protocols and is used for quick, spontaneous interactions.

## CHECK YOUR PROGRESS

1. Which of the following is an example of formal communication?

- A) Water cooler conversations
- B) Official company memo
- C) Text messages between colleagues
- D) Lunch break discussions

2. What is a primary characteristic of informal communication?

- A) Follows a specific structure and format
- B) Is usually documented
- C) Occurs spontaneously and casually
- D) Adheres to organizational protocols

3. Which of the following best describes the tone of formal communication?

- A) Casual and relaxed

B) Personal and subjective

C) Professional and objective

D) Humorous and informal

4. Why is formal communication important in an organization?

A) It allows for quick and informal problem-solving

B) It promotes social interaction among employees

C) It ensures clarity, accountability, and consistency

D) It fosters a relaxed work environment

5. Which method of communication is most likely used for official announcements and policy changes?

A) Informal conversations

B) Instant messaging

C) Official emails and reports

D) Social media posts

### SECTION 1.3 IMPORTANCE OF COMMUNICATION

Communication plays an important role in business organization. The success of an enterprise depends upon the effectiveness of communications, it is said to be the new system of the enterprise. Nothing happens in business until communication takes place. Every manager must communicate, in order to get things done through others. It has been established that managers spend about 75% to 95% of the working time in communicating with others. Communication is as indispensable for all meaning and controlling.

1. Basis of decision-making and planning

Communication is essential for decision making and planning. It enables the management to secure information without which it may not be possible to take any decision without effective communication it may not be possible to issue instructions and orders to the subordinate's effective communication helps in proper implementation of plants and policies of the management.

## 2. Smooth and Efficient working of an organization

According to George R. Terry. "Its services as the lubricant, fostering for the smooth operations of management process." Communication makes possible the smooth and efficient working of an enterprise. It is only through communication that the management changes and regulate the actions of the subordinates in the desired direction.

## 3. Promotes co-operation and industrial Peace

Effective communication creates mutual understanding and trust among the members of the organization. It promotes co-operation between the employer and the employees without communication, there cannot be sound industrial relations and industrial peace. It is only through communication suggestions to the management.

## 4. Motivations and morale

Communication is the means by which the behavior of the subordinates is modified and change is affected in their actions. Through communication workers are motivated to achieve the goals of the enterprises and their morale is boosted. Although motivation communication.

Example: proper drafting of message, thing of communication and the way of communication etc.

## 5. Job Satisfaction

Effective communication creates Job satisfaction among employees as it increases mutual trust and confident between management and the employees. The

gap between management and the employees is reduced through efficient means of communication and since of belongingness is created among employees. They work with Zeal and Enthusiasm.

#### 6. Increases productivity and reduces cost

The effective communication saves time and effort. It increases productivity and reduces cost. Large scale production involves a large number of people to work together in a group and achieve the benefits of large-scale production.

#### 7. Public relations

In the present business world, every business enterprise has to create and maintain a good corporate image in the society. It is only through communication that management can present a good corporate image.

Effective communication helps management in maintaining good relations with workers, customers, suppliers, shareholders, government and the community at large.

### 1.3.1 CHARACTERISTICS OF COMMUNICATION

“Communication maintains and animates life. It creates a common pool of ideas, strengthens the feeling of togetherness through exchange of messages and translates thought into action.” UNESCO – Many Voices One World.

#### (i) Interchange of information:

The basic characteristic of human communication is that it aims at exchanging information. It is a two-way process. The exchange can be between two or more persons. It may be at the individual or the organizational level.

#### (ii) Continuous process:

Communication is a continuous process. It is not static. It is constantly subject to change and is dynamic. The people with whom communication is held, its content and nature, and the situation in which communication is held – all keep changing.

(iii) Mutual understanding:

The main purpose of communication is to bring about mutual understanding. The receiver should receive and understand the message in the manner that the sender intended him to.

(iv) Response or reaction:

Communication always leads to some response or reaction. A message becomes communication only when the receiving party understands and acknowledges it, and also reacts and responds to it.

(v) Universal function:

Communication is a universal function, which covers all levels of authority.

(vi) Social activity:

Communication is a social activity, too. The components of a society are into a relationship of sharing, be it information, feelings or emotions.

The same holds true for business communication. It involves the effort of people to get in touch with one another and to make them understood. The process by which people attempt to share meaning and relate to one another is, thus, a social activity.

### 1.3.2 PRINCIPLES OF EFFECTIVE COMMUNICATION

1. Simplicity:

In practical life, most communication has to be simple, direct and without ornamentation. You have to keep in mind the receiver's level of understanding and his mind- frame when he receives the message.

2. Face to face communication:

It is generally to the sender's advantage to get face to face with the receiver. This helps to get an immediate feedback and respond to it. Hence interactive media save time and give instant results.

When a salesman is talking across the counter, when a spokesman is addressing a news conference, the message acts two-way hence face-to-face communication may be used wherever possible to the optimum advantage.

### 3. Use of feedback:

The sender or originator of a message should prepare himself to receive the feedback. Then he knows what reaction the message is producing in the target audience.

If a new product is launched, surveys may be conducted to know how people feel about it. If an ad is issued, you have to test whether it is working the desired way. Is the message clear? Is it reaching the right audience in the right manner? The quality of reception? This is to be assessed and considered in further planning.

### 4. Listening with understanding:

When you are at the other end of the communication, you have a responsibility as a listener and receiver of messages. You have to be attentive and make an effort to concentrate. To grasp the message fully, you have to attune yourself to it. You have to keep an open mind and receive the message without criticizing it, approving it or disapproving it until you have heard it fully.

Good listening requires patience and self-discipline. Good listeners help the speaker to become a better communicator. Devoted and sympathetic listening draws the best out of the speaker. That is why listening is called an art.

Also, while listening you have to make mental (or written) notes of the message. Then, at the end of the listening session, you can have a ready summary of what the speaker said.

### 5. An environment conducive to communication:



An environment of trust needs to be created for effective communication to take place. Trust is created by communicating one's sincere interest in the receiver. The one who is managing the environment has to frame the right policies and take appropriate steps to achieve this.

The management must understand what is creating "noise" or barrier to communication. It has to take steps to remove the barriers. For example, the audience may not be properly introduced to the credentials of the speaker. Or at the time of receiving a message the receiver may be closed or hostile to the sender. It is necessary to set the stage for the communication.

#### 6. Non-verbal communication:

Your gestures and posture must be in harmony with the spoken message. You have to learn the technique of expressing yourself well through body language. The speaker should reflect a positive attitude. You should receive the non-verbal communication, too.

#### 7. Use of the "You" factor:

The communicator should minimize the use of I, me and mine, and maximize the use of you and yours. This has to be in spirit as well as words.

#### 8. Awareness of the audience's bias:

The communicator should be aware of the audience's pre-conceived ideas and should try to set the record straight. Talking in a mixed gathering, he has to be especially careful that he does not generalize or stereotype individuals or groups.

If, for example, some smokers are present in a gathering, he has to exercise care in making remarks about smoking. The same for a group of mixed nationalities.

#### 9. Overcoming differences of language:

The same word may convey different meanings to different people because of their varied linguistic backgrounds.

For example, the proper English usage for writing an exam is “to take an exam.” But under the influence of Hindi, one tends to say that the examinee is “giving an exam.” In such cases, it is better to say, “Appearing for an exam.” Also, pronunciation of words has to be acceptable to the audience.

The text as well as the context of the message should be understood. The use of unconventional and technical words should be cautious, and sometimes they need to be explained.

The same goes for short forms which are too numerous these days, with new ones coming into circulation every day. The best practice is to go over the essence of the message and make sure that it is understood.

## LET'S SUM UP

Dear Learners we saw the Importance of Communication and principles of communication on the above section now let us sum up about these Communication is vital for ensuring clarity, efficiency, and understanding within and outside an organization. It builds strong relationships, enhances productivity, boosts morale, and maintains a positive reputation, while also aiding in conflict resolution.

Principles of Communication:

Effective communication is based on clarity, conciseness, consistency, completeness, courtesy, correctness, feedback, timeliness, relevance, and confidentiality. These principles ensure that messages are clear, accurate, respectful, relevant, and appropriately timed, fostering effective and efficient information exchange.

## CHECK YOUR PROGRESS

1. Why is clarity important in communication?

- A) To use complex language
- B) To ensure the message is easily understood
- C) To make the message lengthy

D) To obscure the main point

2.Which of the following best describes the importance of communication in an organization?

A) It allows employees to gossip freely

B) It ensures information is shared accurately and efficiently

C) It reduces the need for meetings

D) It allows employees to avoid work

3.Which principle of communication involves providing all necessary information for understanding?

A) Conciseness

B) Courtesy

C) Completeness

D) Confidentiality

4.How does effective communication boost employee morale?

A) By encouraging silence and reducing feedback

B) By promoting transparency and engagement

C) By keeping employees uninformed

D) By limiting interactions between team members

5.Which principle of communication is focused on protecting sensitive information?

A) Relevance

B) Clarity

C) Feedback

D) Confidentiality

## SECTION 1.4 MODERN FORMS OF COMMUNICATION

The technological advances of the past few decades have made it possible to transmit printed messages, pictures and even live performances to all corners of the world with speed.

With a single touch, you can send communications to a number of destinations. Not only large business houses but even medium and small ones use them in their day-to-day working. Among such means are fax, internet/email and videoconferencing.

### 1.4.1 FAX

Just as the conventional telephone carries voice, a fax or facsimile machine carries printed messages (words and pictures in photocopy form) from the sender instrument to the receiver instrument.

Advantages:

- (a) Fax enables an accurate transmission of a document including pictures and handwriting. Color faxes are also a possibility.
- (b) Fax can be sent through a computer; in which case it is restricted to the messages created on the computer.
- (c) A fax message can be confirmed on telephone to ensure its authenticity.
- (d) Faxes are admissible as proof in the court. In this respect they are superior to email.
- (e) With repeat dialling facility, a busy number can be reached as soon as it becomes free.

Disadvantages:

- (a) It is expensive compared to email and post.

(b) Sometimes the reception is blurred due to channel defects or mechanical failure at either end.

(c) At the sender's or the receiver's end, the document to wrong people may be exposed. Hence it is often difficult to maintain secrecy in sending and receiving a fax message.

(d) At the receiving end, the message is printed at the receiver's cost. In case unwanted messages pour in, the receiver has to bear the cost.

### 1.4.2 INTERNET AND E-MAIL

Internet is an international computer network that links computers from sectors such as government agencies, business houses, educational institutions and individuals. It receives information, stores it and allows it to be read on satisfying certain conditions.

Internet Service Providers (ISPs) allow one to create the e-mail ID free, hoping to recover the cost through the ads to which the user is exposed during the use of email.

Advantages:

(a) Email is by far the cheapest and fastest means of sending printed information (verbal as well as non-verbal). At one click of the button, hundreds of pages of information can be sent to hundreds of email addresses worldwide (to be noted by receivers upon checking the incoming mail or inbox).

(b) No paper is required. Messages can be created directly on the computer, and added on from different computer files, CDs, floppies, etc.

(c) This facility is now available in many regional languages of India.

(d) It is informal and allows the sender to remain anonymous (since he can use any name as his email ID. For instance, J.K. Singh can use udankhatola as his email name).

(e) Organizations and publishing houses take cognizance of messages coming via email. Newspapers and magazines print letters that come via email.

(f) As long as you carry your password with you, you can open your email account on any computer in the world which has this facility. You remain unencumbered even with a mobile handset. You can just enter an internet cafe, pay the rent and use the email. Email is extraordinarily portable.

(g) You can have an address book in your email account, record the incoming mails, and edit them and so on.

(h) When you reply to an email message, the sender's message is automatically sent back to him for ready reference.

(i) As human need and imagination guide, more innovations are possible.

(j) Email can enable an ongoing electronic conference. People across the world can "meet" on internet and confer on a topic of common interest.

(k) The receiver need not respond at once as on the telephone but can take his time. Emailing helps to avoid a direct interface.

(l) In an organization, a subordinate may quickly and directly reach a superior on email. Email makes an organization more democratic (as individuals have more chance of being heard by the proper person even if he is several levels higher).

Disadvantage:

(i) Email, because of the potential anonymity, remains an informal channel of communication.

(ii) Excess use and flooding of unwanted messages (especially from advertisers) is a major drawback of this system. Unless one takes care to block unwanted ads, one finds one's inbox full of offers which maybe doubtful and insincere. Wading through chunks of email is one of the biggest problems for those who depend on email for their communication needs.

(iii) One may not be private while using the computer for emailing. To that extent the secrecy is lost.

(iv) In case the receiver is unable to open his email account as soon as a message is received, the message cannot work for him.

### 1.4.3 VIDEO CONFERENCING AND TELE CONFERENCING

This mode of communication begins in teleconferencing. A number of telephones are simultaneously connected to one another. Teleconferencing is a facility enabling people in different parts of the world to have an audio meeting (as opposed to dialogue), saving on transit time and hotel stay. It helps in thrashing out a variety of opinions on a subject to reach a faster conclusion.

A further advance in this technology is computer teleconferencing. The participants can react to the messages and inputs for the others' knowledge. They may not even be present simultaneously for the computer teleconference but add their contribution at their convenience.

Videoconferencing, however, is the closest it gets to seeing and hearing one another without being present together. The technologies used in a videoconference are: monitor screen, camera, microphone, codec (compressor-decompress or), equipment control pad at each location, and internet connectivity. With the passage of time, this is becoming more popular and easier to use. You often see it in TV interviews.

You often see it in TV interviews. For a videoconference, the participants get into a special room at their respective locations, equipped with the gadgetry. They can see, hear, speak to others and show exhibits without physical presence together.

The entire proceedings can be recorded on video tapes. As someone has jocularly put it, except for the snacks and coffee, everything else is transmissible in a videoconference. At present, the privilege of the richer business houses, videoconferences are set to gain wider popularity.

Video classrooms are another possibility in this field, where an expert faculty member may teach a number of classes in a number of towns simultaneously and answer the participants' queries.

### LET'S SUM UP

In today's interconnected world, communication has evolved significantly beyond traditional methods. Modern forms of communication leverage technology to facilitate instant, global interactions. Modern communication is characterized by its speed, accessibility, and versatility, transforming how individuals and businesses connect, collaborate, and exchange information in a rapidly evolving digital landscape.

Check Your Progress:

1.Which modern platform is commonly used for real-time video conferencing and virtual meetings?

- A) Facebook
- B) WhatsApp
- C) Zoom
- D) LinkedIn

2.Which technology is widely used for automating customer service interactions and providing 24/7 support?

- A) Cloud computing
- B) Blockchain
- C) Artificial Intelligence (AI)
- D) Internet of Things (IoT)



3.Which social media platform is primarily used for professional networking and career development?

- A) Instagram
- B) Twitter
- C) Facebook
- D) LinkedIn

4.Which type of communication tool facilitates real-time messaging, file sharing, and collaboration among teams?

- A) Email
- B) Podcast
- C) Slack
- D) YouTube

5.What is a key advantage of using cloud-based communication tools like Google Drive or Dropbox?

- A) They provide real-time video conferencing
- B) They enable secure and transparent transactions
- C) They facilitate seamless file sharing and collaboration
- D) They automate customer service interactions

## Section 1.5 BARRIERS TO COMMUNICATION

If the sender's message does not reach the receiver as it is meant to, then there must be some barrier or hindrance. What can it be? And how to avoid such barriers?

Good organizers of communication need to anticipate the barriers and remove them. The barriers range from a poor microphone to an emotional attitude that rejects the message before it is received (e.g. a child unwilling to heed to reason unless its demand is fulfilled first).

### 1.5.1 TYPES OF BARRIERS OF COMMUNICATION

- I. Mechanical barriers
- II. Physical barriers
- III. Psychological barriers
- IV. Semantic and language barriers
- V. Status barriers

### 1.5.2 MECHANICAL BARRIERS: FAULTY MECHANISM

A communication may not reach properly if the mechanism that carries it breaks down. To take an extreme case, if the computer typing has been done in Devnagari, and while taking the printout the computer is in the Roman mode, not a single letter would be understood.

Similarly, if the mirror image of a letter is sent by some mechanical fault, it will be hard to decipher.

Some possible mechanical failures are:

- (a) A weak microphone or poor sound spread (acoustics) of the meeting place
- (b) Defective telephone lines
- (c) Electricity/computer breakdown
- (d) Poor printing quality or paper spread of ink, overlap of colours
- (e) Atmospherics on radio or TV, especially in a cloudy weather

### 1.5.2 PHYSICAL BARRIERS: NOISE, SPACE, TIME

Sometimes background noise, whether in a face-to-face meeting or at either end of the telephone, reduces the audibility of the spoken word. Also, if the listener is too far from the speaker, he may not be able to hear him, in which case distance is the barrier. Similarly, the time taken for the message to reach its destination can become a barrier, e.g. a telegram delivered too late.

### 1.5.3. PSYCHOLOGICAL BARRIERS

These are numerous and require greater effort to overcome:

- (a) A person of weak hearing or eyesight cannot always receive the communication in full.
- (b) The age of the listener puts its own limitations on his ability to receive messages. One may be too young or too old to understand certain things.
- (c) A person's educational level governs his understanding. Some background knowledge is required to understand certain messages.
- (d) Where they understand faster boys are more outdoors oriented while girls tend to take a major interest in housework. A boy who is told to do a "girl's" job may put up a psychological barrier.
- (e) A wandering mind cannot fully gather the inputs given to it. While roving is a natural tendency of the mind and the attention span of a listener is limited, there may be other causes of inattention too. These may be visual or audio distractions – gaudy pictures or songs in the neighborhood.
- (f) Ideological loyalties may form a barrier to communication. One may have a political party membership, a philosophical principle (like hedonism, i.e. devotion to sensory enjoyment), and a religious affiliation that has already bound the way one thinks. Such a person may not be receptive to the ideas counter to his ideology.

(g) Loyalty to a brand or an organization is also a barrier. One who is loyal to a certain brand may not be receptive to a rival product add. One may not be receptive to the praises of an organization other than one's own, a team other than one's countries, and so on.

(h) Emotional states of a person can act as barriers. If someone is in a fit of anger, he /she may not listen to reason. They may also find it difficult to communicate soberly with a person who has not contributed to his anger. There is a spillover effect – the emotion generated by one transaction spilling over into an unrelated transaction.

(i) One's prejudices act as a hindrance to reason. A prejudice is a judgment formed without proper information. One may have a racial prejudice, a caste prejudice and so on. This is the opposite of an open mind. A liberal education is meant to remove irrational notions which stay on as prejudices.

(j) Personality limitations, too, put a barrier. These are similar to ideological barriers, as some personalities are naturally attracted to certain ideologies. However, personality variations are far too numerous.

One's aspirations, viewpoints, analyses make one open or closed to certain messages. One bent on getting into a job for livelihood may not listen to the advantages of entrepreneurship.

(k) Fixed images about other people stand as barriers to see them in a new role. A comedian coming in as a hero of a film may not be acceptable to an audience which sees him typed in comedy roles.

(l) Poor retention power is a barrier. If one fails to take timely notes when instructions are given, hoping to remember them all, one has perhaps given away a part of the communication.

#### **1.5.4 SEMANTIC AND LANGUAGE BARRIERS**

Semantics is the study of how words convey meanings. What happens if the speaker/writer means one thing and the listener/reader takes it in another meaning?

An advertiser offered to sell a “big, bad dog”. While the word “bad” is meant to convey its attacking power to guard a house, some readers may take it otherwise. The context changes the meaning of the word.

One has to ask, is the word conveyed in its proper context? Words are indeed so tricky to use that one can hardly ever convey the same thing to all receivers in given words.

The words generate different meanings in different minds, according to their previous associations and language levels. Literary texts, created by master writers and read by expert critics, are continually open to reinterpretations. Some of this conflict with one another.

Yet in business life, dealing with matter-of-fact situations, semantic barriers arise from the inability to read the receiver’s mind. If the sender knows the receiver’s level of understanding, fine.

If not, there is a barrier. A good communicator takes the trouble of removing all ambiguity and wrong coloring of words. As a receiver, he tries to read the words and between the lines.

Semantic barriers arise when:

- (a) The sender’s experience with words differs from the receivers.
- (b) Words from one environment are taken out and put into an environment where they don’t fit.
- (c) Opinions are given as facts. “XYZ bike is the most reliable.”
- (d) An abstract word is used (in order to be more general and safer) when a concrete word is required. One may want to say that students of a particular college are rowdy, but in order to avoid naming names, one may abstract and generalize, and put the blame on college students as a whole. Similarly, some young men may be impatient, but one might say “Youth is impatient.”

(e) Complex phrases and long constructions are used. Also, when idioms are meant to be understood in the idiomatic sense but are taken in the literal sense. E.g., dot you i s and cross your t s. This may even generate unintended humor.

As for language barriers (other than semantic barriers), we all experience how different regional groups, sometimes due to their previous language habits, distort English vowels.

Thus, “He is good at batting” may be changed to “He is good at betting”. Lack of proper language skills may lead to wrong choice of words, or of words with wrong associative values.

One hears people saying, “My boss’s behavior is good,” whereas the proper thing to say way would be, “My boss’s treatment of his juniors is good.” But the rudeness may be unintended. Homonyms (words with the same sound) cause difficulty in understanding: there and there, ones and once.

Speakers with different accents find it hard to understand each other. The American accent is insufficiently understood in India while Americans may have a hard time making sense of Indianized English.

Inadequate vocabulary in a new language is a handicap to communication. Hence the praises of word power. Short of words, one may straightaway use a native language word in a foreign language: “Today I met an aamdaar “. What the speaker means is an MLA, but the listener may try to associate the word with a mango and get nowhere.

Symbols (non-verbal) create the same problems as languages. The swastik is revered by Hindus but the reverse swastik was a Nazi symbol.

Poor organisation of one’s speech and a harsh voice may also act as barriers. In writing, long paragraphs are out of fashion. They are hard to read. Clusters of big words put a barricade to speed reading.

### 1.5.5 STATUS BARRIERS

This again is a kind of psychological barrier, where the higher or lower social status of the other party disables one from expressing one's meaning fully. A modest farmer, asked to express his problems to a high-ranking official or politician, may feel nervous or ill at ease.

Status symbols (e.g. luxury of the surroundings) may halt communication. A candidate from a modest background may be awestruck to see the glitz and glamour of a multinational company where he has to appear for an interview.

Cultural barriers are a special case of collective psychological barriers. A culture brings its own habits, modes of dressing, greeting, eating, food preferences etc. Most people have an element of xenophobia (fear or aversion of foreigners).

### 1.5.6 OVERCOMING COMMUNICATION BARRIERS

Resistance to the written word exists as a barrier. The written word demands a commitment. People prefer to listen (if possible, in their regional language) and act. Letters remain un replied while personal visits or telephone calls serve the purpose.

A proper understanding of the nature of barriers helps us to arrive at a solution. All the same, good communicators have to form a new set of general habits and recognize the potential barriers in order to put their meaning across.

(i) Good listening:

“Listening as a Tool of Communication.” In brief, deep and comprehensive listening helps to overcome barriers. One has to listen to the words as well as the tone. An overworked employee may say, “I’ll do it” with just a little touch of despair. The boss needs to show understanding.

One may develop a better listening capacity by systematically testing oneself on listening comprehension. TOEFL (Test of English as a Foreign Language) is meant to find out, among other things, how well one listens.

(ii) Practice in simplifying and clarifying one's message:

Writers are known to rewrite their text several times to achieve clarity, precision and beauty. Hence regular writing is advisable. The art of writing, says an expert, is the art of rewriting.

(iii) Obtain feedback, analyze it and respond:

Advertisements are often tested for their pulling power. A slight rearrangement of words or font or layout can make an ad more appealing.

(iv) Repetition:

Repetition of a message through multiple channels helps to remove barriers which may exist at the first appearance of an idea. Thus, one removes the resistance to the new.

(v) Ambience:

Find the receiver in a receptive mood and ambience. If the audience is, for instance, given more comfortable chairs, it may digest a speech better.

(vi) Actions speak louder than words:

If the communicator's sincerity is shown through his actions, people go out to listen to him.

(vii) Cross-cultural get-togethers:

A systematic effort to bring together people of different cultures goes to increase receptivity. Also, respect for their cultural icons makes the message welcome.

(viii) Informality is useful:

If the rank and file in an organisation are in awe of the superior (due to his position, education, dress, quality of visitors, excellence in speech, etc.) such a manager may step out of his cabin and go out to the juniors.



Politicians are always doing it during election campaigns – coming out into the street and going door to door. Multinationals also send out door to door salespersons to reduce the distance created by celebrity endorsement (backing by a famous person) of their products.

### LET'S SUM UP

Lets sum up the communication barriers, the Communication barriers refer to obstacles or challenges that prevent effective exchange of information between individuals or groups. These barriers can include language differences, cultural differences, physical distractions, emotional barriers, lack of clarity in message delivery, and differences in perception or understanding. Overcoming communication barriers is essential for ensuring clear and meaningful interactions.

### CHECK YOUR PROGRESS

1.Which of the following is an example of a communication barrier?

- A) Active listening
- B) Using clear language
- C) Cultural differences
- D) Asking clarifying questions

2.What can hinder effective communication due to differences in interpretation and understanding?

- A) Emotional intelligence
- B) Language barriers
- C) Clear articulation
- D) Feedback

3.Which barrier can arise from distractions in the environment?

- A) Lack of trust
- B) Physical noise

C) Active listening

D) Clear messaging

4. Which barrier involves making assumptions without seeking clarification?

A) Active listening

B) Lack of empathy

C) Jumping to conclusions

D) Providing feedback

5. What barrier is associated with differences in personal values, beliefs, and behaviors?

A) Emotional barriers

B) Physical barriers

C) Cultural barriers

D) Feedback barriers

## SECTION 1.6 BUSINESS LETTERS & NEEDS

Every business, whether big or small, has to maintain contacts with its suppliers, customers, prospects, government departments and the like. In his regular work, a businessman has exchange information of varied types with different parties. Making and or soliciting enquiries, placing orders for goods, acknowledging and executing orders, granting or applying for credit, sending statements of account to debtors, requesting for settlement of accounts, complaining about dealer mistake in supply of goods, adjusting for customer's grievances, canvassing for the firm's new lines of goods or ideas, and a lot of such matters require communication. Included in this list also the correspondence with government departments, such as the tax section of the local government, sales tax and income tax office, etc.

### 1.6.1 FUNCTIONS OF A BUSINESS LETTER

As L. Gartside puts it, there are four main reasons for writing business letters:

To Provide a convenient and inexpensive means of communication without personal contact.

To seek or give information

To furnish evidence of transactions entered into; and

To provide a record for future reference

There is also an important incidental purpose – that of building goodwill by creating in the mind of the reader an impression of the writer's organisation as one that is efficient, reliable and anxious to be of service.

Record and Reference:

With a view to maintaining record of communication with the outside world, the communication must be in writing. Written communication can be passed on to the concerned persons or departments as it is. If, on the other hand, the mode of oral communication is adopted, the original communication may not be passed on in the totality as also in the same style and tone. Written letters enjoy a distinct advantage over other means of communication: they can be preserved for future reference. Back references are quite frequent in business communication.

Making a lasting impression:

Oral communication, whether in person or over the phone, is rarely remembered in full because its impact is felt mainly during the time its is being heard. Once the next oral communication is taken up, the effect of the previous one is reduced. However, a letter makes a lasting impression on the reader's mind because it stays with him, goes with him and does its work effectively every time it is read.

Widening the approach:

Frequently, a businessman finds it difficult to send his representatives to all the places to all the places of his business connections. It is the letter that reaches any place at whatever distance.

An authoritative proof:

A commitment in writing binds the parties concerned to the text of writing. A letter, signed by a responsible person, is an authoritative proof of what is said in it. It can be treated as a valid document that can be produced as evidence in a court of law in case of dispute.

Building goodwill:

An important purpose of a business letter is to sell the good reputation and friendliness of a company. It aims at building goodwill in customer – company relationship, holding present customers and capturing new ones, reviving inactive accounts and inviting customers and capturing new ones, reviving inactive accounts and inviting customers to buy more and variety products. The underlying purpose of all letters is to create customers by making friends.

### **1.6.2 ESSENTIAL QUALITIES OF GOOD BUSINESS LETTER**

Business letter should provide correct understanding of the message. It should get desired action from the receiver. Good business letter should have the following qualities:

#### 1. Concise

Business letter should be brief to save time. Lengthy sentences should not be used. Repetitions should be avoided. Words should be carefully chosen.

#### 2. Complete

Business letter should be complete in itself. Important information should not be left out. It should provide all the needed information because incomplete letters waste time, money and efforts.

#### 3. Clear

Business letter should be clear in all respects. The subject matter should be clear. Sentences should be simple and short and they should not have double meaning. The writer should have clear idea about the subject matter of letter.

#### 4. Correct

Business letter should be correct about facts, figures and statements. The language and grammar should be correct and right words should be used.

#### 5. Convincing

Business letter should be convincing. It should win confidence and trust of the receiver. Statements should be supported by facts, figures and results. The letter should reflect the personality of the writer.

#### 6. Consistent

Business letter should be consistent. It should be logically arranged. There should be consistency of thoughts. An orderly arrangement in short paragraphs increases consistency.

#### 7. Captivating

Good business letter should be captivating. It should be eye-catching. It should retain the attention and interest of the reader. The appearance of the letter should be attractive. Good paper should be used. Letterhead and typing should be impressive. Too many corrections make the letter unattractive.

### **1.6.3 LAYOUT OR STRUCTURE OF THE BUSINESS LETTER**

“Layout” can be defined as “the logical arrangement of information in a business letter”. If we look at a business letter, we will find that there are various parts like sender’s name and address, subject headings, paragraphs, etc. The layout is all about the arrangements of all parts in a logical manner. The layout can also be called as “format” of a business letter and involves various part of a letter in a logical manner.

## 1.6.4 THE VARIOUS OR DIFFERENT PARTS OF BUSINESS LETTERS

### 1) Letter Heading or Sender's Name and Address:

The first and foremost part of the letter is the HEADING that contains the name and address of the sender firm. The name of the firm is usually written or printed in bold capital letters followed by the nature of business. The address of the sender should be complete and accurate in all respects, i.e. correct number or serial of building, correct name of road, city or town, pin code etc. The heading should comprise of telephone number, telex or fax number, e-mail id, address etc. These details forms the essential part of letter heading. Sometime business concerns get their letter headings as per their convenience. Some letter heads contain address written in the center whereas some prefer on the right-hand side while some prefer at the bottom.

### 2) Date:

It represents the date when the letter is addressed by the sender. The date is written below the reference number or is written on the upper right hand corner of the paper. It depends upon the style or approach followed in letter writing. The date can be written in any of the fashions or style – 15/5/2024 or May 15, 2024 or 15th May 2024. In some western countries the first digit is treated as month and not day so some times it becomes confusing if the date is written in figures. The ideal way of writing the date in a business letter is 15th May 2024.

### 3) Inside Address:

Inside Address represents the name and address of the person to whom the letter is written or addressed. It is written after the reference number and the date in a business letter and should contain the full name and address of the addressee – person or firm, number of building or plot, name of street, road, name of town and city with its pin code number. There should be no abbreviation used while

addressing name and address of the addressee. The letter should be addressed in the name of firm and should have prefix 'Messrs.' or 'M/s' attached with the name of the company or firm.

The inside address is always written towards the left-hand margin. In case of "window cover" envelopes sufficient space should be left above and below the inside address. The letter is folded in such manner that the inside address is visible through the window. The inside address should be written completely and legibly.

#### 4) Salutation:

The next part after inside address is salutation. It can be described as token of respect shown in business letter to the reader. The customary form of writing salutation in a business letter is 'DEAR SIRs' when we address company or firm and 'DEAR SIR' when we address a letter by the person's name or designation. When it is addressed to lady we prefer to write 'Madam' and when it is addressed to group of ladies we prefer the salutation by 'Mesdames'.

If we address the letter to honorable dignitary or V.I.P or Highest Authority, then we may write 'Sir' as salutation to the letter. The salutation should be written on the left-hand margin below the inside address and after leaving two-lines space. The usage of words like 'Gentlemen' or similar terms should be avoided as they become obsolete in present context of business world.

#### 5) Subject Heading:

It is referred to giving short title given to the subject-matter of a business letter. For example – we can have subject heading as "Supply of goods" or "Placing an order" as subject heading if we prefer to supply goods or place an order to business firm or company. The subject heading is generally written after the salutation in a business letter. In official letters we can write subject before salutation. The subject heading is preferred to be written in bold capital letters and should be underlined so that it is displayed prominently and significantly in a business letter. It can be denoted by words like 'Sub', 'Reg' or 'Re' and also be

prefixed to the subject heading but in modern letters prefixes are avoided. The subject heading should be either written in middle or towards the left-hand margin.

(6) Body of a Letter:

The body of a letter refers to collection of lines or paragraphs of information included in a business letter. The body of letter comprises of the following facts:

(a) Opening sentences – The opening sentences consists of few words in the beginning of a letter and they are of great importance to both sender and receiver of the letter.

The opening sentences are different for different kinds of letters depending upon the subject-matter of the business letter.

(b) Paragraphs – The rest of the information is divided into suitable and convenient paragraphs and each paragraph should have close link with each other. The paragraphs should be brief, concise and should be in continuation to the subject matter.

(c) Closing sentences – The business letter is closed with a suitable and fitting closing sentence and consists of a closing suggestion from sender's side about future course of action. It should be impressive, congenial and friendly so that it leaves a good impression on the reader. Like opening sentences, they are different for different types of letters.

(7) Subscription or Complimentary Close:

The ideal business letter should be closed with suitable complimentary words like "Yours Faithfully". The other customary words used are "Yours Truly" or "Yours Sincerely" etc. the words "truly" or "affectionately" are used for personal and friendly letters while "Yours Sincerely" is used for demi-official (personal cum official) letters. The subscription or complimentary close is written at the end of the letter. It can be written either on right hand corner or on lower left-hand corner of the page depending upon the style used in writing a business letter.



(8) Other Miscellaneous Information:

There are other matters that form part of layout of a business letter and they are as follows:

(a) Enclosures – Enclosures are referred to those paper, document, price-list, catalogues, samples etc that are enclosed or attached with the business letter. The enclosures should be clearly indicated in the letter as to how many papers or documents have been enclosed in the letter.

(b) Postscript – Postscript refers to the left-over information to be incorporated in a letter and can be written at the end of the letter in a blank space available on a paper or letter head. It should be done by writing words 'P.S' and should be signed by authorized signatory. It is advisable to avoid writing the postscript in a business letter.

(c) Mailing Directions – If sender prefers to specify any specific direction of posting a letter like 'Registered Mail', 'Registered A.D', 'Urgent', 'Confidential' or 'Express', then it has to be written or typed at the top of the letter heading or in blank space available on the right-hand side after the date. These notations or mailing direction should bear prominence in a letter and should be written with red ink or with bold letters.

(d) For Personal Attention – If the sender wishes to draw attention of a particular person or officer then it can be addressed as "FOR PERSONAL ATTENTION OF..." at the top of the letter or in the blank space available after the date.

### 1.6.5 UNIT SUMMARY

Communication is a process whereby one person or one group conveys some information to another person or to another social group. Formal communication takes place via formal channels of the organisational structure established by the management. Informal Communication is free from all the formalities of formal communication. Communications fail due to various reasons is called barriers to

communication. The essential of a business letter is to be analysed thoroughly in the end portion of this chapter.

## 1.7 GLOSSARY

Upward communication	Upward communication refers to information flow from low-level employees to their supervisors, directors, and managers within an organization.
Downward Communication	Downward communication is a type of communication where important messages flow from upper management down to lower-level employees
Horizontal Communication	Communication that occurs between people at the same level in an organisation.
Verbal Communication	Verbal communication is the exchange of ideas and information through spoken words.
Non-Verbal Communication	Nonverbal communication (NVC) is the transmission of messages or signals through a nonverbal platform such as eye contact (oculesics), body language (kinesics), social distance (proxemics), touch (haptics), voice (paralanguage), physical environments/appearance, and use of objects.

## 1.8 SELF-ASSESSMENT QUESTIONS

Short answers 5 marks K2/K3 level questions

S.NO	Questions	Level

1	What is mean by communication?	K2
2	Write the objectives of communication.	K2
3	List out the process of communication.	K3
4	What are the advantages of oral communication?	K2
5	What are disadvantages of written communication?	K2

### Essay type questions 8 marks k4/k5 level

S.NO	Questions	Level
6	List the barriers of communication.	K3
7	Explain business letter and its need.	K4
8	Enumerate the lay out business letter.	K4
9	Write the essential qualities of good business letter.	K3
10	Give a note on (i) Date and (ii) salutation.	K3

### Unit I – Introduction to Communication – Assignments -Quadrant 3

## 1.9. ACTIVITIES AND ASSIGNMENTS

<b>Activities</b>	<p><b>1.A large manufacturing company discovers a safety issue with one of its products that has already been distributed to customers. The issue could potentially lead to injuries if not addressed promptly.</b></p> <p><b>Challenge: Communicating the issue to customers, distributors,</b></p>
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	<p>and the public in a transparent and reassuring manner while maintaining the company's reputation.</p> <ol style="list-style-type: none"> <li>1. Develop a crisis communication plan outlining key messages, stakeholders to be informed, and communication channels to be utilized.</li> <li>2. Draft a press release and customer notification letter addressing the issue, emphasizing safety measures and the company's commitment to customer welfare.</li> <li>3. Prepare talking points for customer service representatives to handle inquiries and concerns from affected customers.</li> </ol>
	<p>2. A technology company is developing a new software product that requires collaboration between engineering, marketing, and sales departments.</p> <p><b>Challenge:</b> Ensuring effective communication and coordination among departments with different priorities and timelines to meet product launch deadlines.</p> <ol style="list-style-type: none"> <li>1. Conduct a stakeholder analysis to identify key individuals in each department and their roles in the project.</li> <li>2. Design a communication strategy that includes regular meetings, progress updates, and feedback loops to align goals and expectations.</li> <li>3. Develop a communication plan for disseminating product information internally and externally, ensuring consistency in messaging across departments.</li> </ol>
	<p>Topics for discussion quadrant 4</p>

## 1.10OPEN SOURCE E CONTENT LINKS

S. N O	Topics	Link
1	Business Communication PDF	<a href="https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21.pdf">https://ddceutkal.ac.in/Syllabus/MA_English/Paper_21.pdf</a>
2	Types of communication	<a href="https://drexel.edu/graduatecollege/professional-development/blog/2018/July/Five-types-of-communication/">https://drexel.edu/graduatecollege/professional-development/blog/2018/July/Five-types-of-communication/</a>
3	Barriers to business communication	<a href="https://www.geeksforgeeks.org/barriers-to-effective-communication/">https://www.geeksforgeeks.org/barriers-to-effective-communication/</a>
4	Communication channels	<a href="https://www.knowledgehut.com/tutorials/project-management/communication-channels">https://www.knowledgehut.com/tutorials/project-management/communication-channels</a>
5	Seven channels of business communication	<a href="https://www.indeed.com/career-advice/career-development/channels-of-communication">https://www.indeed.com/career-advice/career-development/channels-of-communication</a>

## 1.11 SUGGESTED READINGS / REFERENCES

1. Lesikar, R. V., Flatley, M. E., & Rentz, K. (2008). Business communication: Making connections in a digital world. McGraw-Hill.

1. Business communication - M.S.Ramesh,CCPalkanshethi, Madhumati,

2. Business communication & Customer Relations - Dr. C. B. Gupta

3. Business communication - Kathiresan & P.R. Radha

4. Essentials of Business communication - Rajendra pal, J.S.Korcahalli (2001),  
Sultan Chand & Sons

<b>TradeEnquiries</b>			
Trade Enquiries – Orders and their Execution – Credit and StatusEnquiries– Complaints andAdjustments–CollectionLetters–Sales Letters – Circulars			
Section 2.1	<b>INTRODUCTION TO TRADE INQUIRIES</b>		
2.1.1	Objectives or Importance of Business Status Inquiry Letter		
2.1.2	Letter of Enquiry and Reply		
2.1.3	Different Kinds of Enquiry Letters		
2.1.4	Replies to Enquiries		
	Summary		
	Check Your Progress -Quiz – Qr Code		
Section 2.2	<b>ORDER FORMS</b>		
2.2.1	Acknowledgement and Execution of Orders		
2.2.2	Orders-their Execution and Cancellation		
2.2.3	Refusal or Cancellation of Order		
2.2.4	Cancellation		
2.2.5	Claims, Complaints and Settlement of Accounts		
2.2.6	The art of drafting letters of claims and complaints		
2.2.7	Settlement of Accounts:(Remittance Letters)		
2.2.8	Sample Order and Execution Letters		
	Summary		
	Check Your Progress -Quiz – Qr Code		
Section 2.3	<b>MEANING OF BUSINESS STATUS INQUIRY LETTERS</b>		
2.3.1	Sample Order and Execution Letters		
2.3.2	Importance of Business Status Inquiry Letter		
	Summary		
	Check Your Progress -Quiz – Qr Code		
Section 2.4	<b>COMPLAINT LETTERS</b>		
2.4.1	Adjustment Letters		
	Summary		
	Check Your Progress -Quiz – Qr Code		
Section 2.5	<b>COLLECTION LETTERS</b>		
2.5.1	Sample Collection Letters		
	Summary		
	Check Your Progress -Quiz – Qr Code		
Section 2.6	<b>SALES LETTERS</b>		
2.6.1	<b>Circular Letters</b>		
2.6.2	<b>Importance or Advantages of Circular Letter</b>		
2.6.3	<b>Features of Circular Letter in Business Communication</b>		
2.6.4	<b>Circulars Can Be Sent on Several Occasions</b>		
Section 2.7	<b>Unit Summary</b>		
2.8	<b>Glossary</b>		
2.9	<b>Self Assessment Questions</b>		

2.10	<b>Unit – II – Assignments</b>		
2.11	<b>Open Sources – E Content</b>		
2.12	<b>Suggested Readings/ References</b>		



## SECTION 2.1 INTRODUCTION TO TRADE INQUIRIES

The letter that is written for obtaining information about a business enterprise is termed as business or trade status inquiry letter. Generally, one business enterprise writes this letter to another business enterprise for collecting information about a prospective customer.

When a business firm wants to buy goods on credit, it gives one or more reference to which the seller can ask for some information about the credit seekers. Usually banks, trade associations or competing business firms are mentioned as references. The seller then writes the inquiry letter to the referees requesting them to provide some information about the customer.

### 2.1.1 OBJECTIVES OR IMPORTANCE OF BUSINESS STATUS INQUIRY LETTER

Business status enquiry letter plays an important role in modern business. The following are the major objectives of writing this letter:

- (a) Obtaining information about financial capability of prospective customers.
- (b) Determining the risk of credit sales.
- (c) Deciding whether to enter into credit transactions.
- (d) Getting information about honesty, goodwill and business morality of the probable buyer.
- (e) Knowing about the relationship of the prospective buyers with other business community and associations.
- (f) Enhancing sales with various parties by evaluating their financial and business viability.

### 2.1.2 LETTER OF ENQUIRY AND REPLY

**I) Traders send letters of inquiry very frequently when:**

1. The goods they require are of a kind which they do not regularly buy and they do not know the current price.
2. They want to ensure that they have been receiving goods at the advantageous terms.
3. They want to discover better sources of supply, or
4. They want to tap new lines of business.

II) While drafting such letters you should:

1. Describe carefully the kind and quality of goods required.
2. Give an idea of the probable size of the order.
3. State clearly, the special form of packing etc. desired, if any.
4. State how the name of the supplier was obtained, details of your business, whether the probable purchase should be for cash or on credit and give references if you want to make credit purchase (particularly when the enquiry is addressed to a firm which no previous transaction have been made).
5. Refer to the advertisement, if it is a first enquiry made in response to an advertisement.
6. Request for lowest quotations together with an assurance of business.
7. Enquire regarding the time required for delivery, terms of payment, discounts etc., and find out whether insurance and delivery charges are to be included in the quotations, if the enquiry is made from a foreign supplier.
8. Give an idea about the size and frequency of future orders, the volume of business expected and the reasons for an optimistic outlook, if the enquiry is made to get concessional price for large or regular orders, or to obtain sole-selling agency for a region or country.

The letters of enquiry should be brief and to the point. The opening and closing sentences should be simple and short.

iii) Watch the following opening sentences:

Will you please send us sample of...

Please quote your lowest prices for the following items/goods.

Please send us your latest catalogue and price list of ...

Will you please let us know the terms and conditions....

iv) Closing sentences:

Will you please reply at your earliest?

We are ready to cover all our requirements through you, should your prices and terms prove satisfactory.

Please treat our inquiry as urgent.

### 2.1.3 DIFFERENT KINDS OF ENQUIRY LETTERS

#### a) Unsolicited enquiry:

An unsolicited enquiry letter is written by a potential buyer interested in the best bargain. He does it at his own initiative and convenience. He writes to firms that sell the kind of product he requires or provides the kind of service he needs, trying to elicit information on price / costs, quality, availability and other terms of sale. An unsolicited enquiry, since it is at the writer's initiative has to be written in such a way that it gets the required response. The letter should have the quality of completeness and clarity. The writer should be able to give a complete idea of his requirement and the reasons for his enquiry in clear terms. If the enquiry is long, the writer can prefer to adopt a questionnaire format in the letter.

#### (b) A solicited enquiry:

A solicited enquiry is in response to an advertisement / sales letter of a seller. Already the buyer has some information on the product or service. He requires further details. It is not as lengthy as an unsolicited enquiry. The questions relate to

particular areas of a sale / service. A solicited enquiry may ask for a brochure / bulletin / catalogue or for a clarification of the items mentioned in them.

### **(c) Enquiries asking for a favour:**

Certain letters of enquiry seek the favour of an information with or without a commercial proposition. It may be merely seeking some information to be used later. A business organisation may be seeking information from another firm regarding credit worthiness of a businessman. A research scholar particularly engaged in market research may send a letter of enquiry with a questionnaire to a firm. Such enquiry letters should clearly spell out their objectives.

## **2.1.4 REPLIES TO ENQUIRIES**

The reply to an inquiry may take three forms:

- (i) A letter answering the inquiry and referring to the catalogue, or samples.
- (ii) A letter containing a quotation.
- (iii) A letter enclosing a quotation on a separate paper or form.

The nature of the reply will, therefore, vary depending upon the circumstances. No hard and fast rule can be prescribed in this regard.

However, the specimen letters that follow may guide you.

## **LETTERS OF ENQUIRY AND REPLY**

Letter No. 1. Request for catalogue.

MODERN CRACKERS,  
P16, Raju Naidu Street,  
Paris Corner,  
CHENNAI - 600 031  
Phone: 28712536,  
e-mail: morfire@yahoo.co.in

Date: 22nd June, 2024.

To

The Sunshine Fire Works,  
36-Thiurmayam Road  
Sivakasi - 21

Dear Sirs,

Sub: Request for latest catalogue and price list

Please send us a copy of your latest catalogue and price-list and let us know your best terms for wholesale buyers.

Thanking you.

Yours faithfully,

**For Modern Crackers.**

**Letter No. 2: Replay to letter No.1:-**

THE SUNSHINE FIRE WORKS

36-Thiurmayam Road,  
Sivakasi - 21

Cell No. 9994588033,

Ph.No. 239 245.

e-mail: thesunshine@hotmail.co

To,

The Modern Crackers,  
16, Raju Naidu Street,  
Paris Corner,  
Chennai - 600 031

Sub: Catalogue and Price-list

Dear Sirs,

We thank you for your letter dated June 22, and have pleasure in sending you a copy of our latest catalogue and price-list.

We need hardly add that behind every The Sunshine Fireworks is our reputation of 75 years as makers of quality crackers and all other fire items, especially designed for children.

Our list of prices is subject to a trade discount of 30% and an additional commission of 5% in case your purchase from us exceeds Rs. 1,00,000.

We trust that you will take advantage of these terms.

Yours faithfully,

for The Sunshine Fireworks.

Manager

1. Give full and correct particulars of the quality, size, color, etc.
2. Be precise in stating quantities. State whether a part of the goods you have ordered may be sent, should it prove impossible to supply the whole quantity within the time stipulated by you.
3. Indicate clearly the type of packing required.
4. Mention the price and terms on which the goods are being ordered to avoid misunderstanding. Mention the mode of transport whether by steamer, goods train, passenger train, parcel post etc.
5. Indicate clearly the address to which the goods are to be delivered if the place of delivery is other than the address of the buyer given in the order.
6. Give necessary instructions if your intention is that the seller should insure the goods ordered. Give special instructions for packing, insurance, payment of customs duty etc., at the end of the letter.

### **Other Hints**

If only a few things are ordered, you can specify the details in the body of the letter itself. But mention the details at the foot of the letter or on a separate sheet

when a large number or variety of goods are required.

### LET'S SUM UP

A trade enquiry in business communication refers to the formal process by which one organization or individual seeks information about products, services, or terms offered by another organization for potential purchase or collaboration. It typically involves a structured request for details such as pricing, availability, delivery terms, specifications, and any other relevant information necessary for making an informed decision. Trade enquiries are crucial in initiating business relationships, as they provide clarity on offerings and enable parties to assess compatibility and feasibility of engagement. Effective communication in trade enquiries ensures clarity of expectations and facilitates smooth negotiation processes, ultimately fostering mutually beneficial partnerships and transactions in the business landscape.

### CHECK YOUR PROGRESS

1. What is the primary purpose of a trade inquiry in business communication?

- A) To advertise products and services
- B) To request information from another organization
- C) To negotiate pricing for products
- D) To announce company achievements

2. Which of the following is typically included in a trade inquiry?

- A) Company's annual financial report
- B) Employee performance evaluations
- C) Request for product specifications
- D) Marketing brochure

3. How can effective communication in a trade inquiry benefit businesses?

- A) By increasing advertising costs
- B) By improving customer service
- C) By fostering collaborative partnerships
- D) By reducing employee turnover

4. Who usually initiates a trade inquiry?

- A) Suppliers
- B) Competitors
- C) Government agencies
- D) Customers

5. What role does a trade inquiry play in business negotiations?

- A) It sets legal terms and conditions
- B) It outlines marketing strategies
- C) It establishes initial contact and gathers information
- D) It finalizes payment terms

## Section 2.2 ORDER FORMS

Printed order forms that are perforated, numbered and kept in serial order in Order Books are generally used by big business houses. The person placing the order fills in the necessary particulars. The order is generally made out in triplicate. The original is sent to the seller. The first copy is field and the other copy is sent to the receiving department for checking the items of goods on arrival. Thus, the order forms save time and labour and facilitate quick filing and serve as a ready reference.



**Letter No. 1: An order for the Supply of Timber.**

RAJAN WOOD MART

16, Developed plot,

Industrial Estate, Guindy,

CHENNAI - 600 032

Phone: 22254850,

e-mail: dewomart@sobha.co.in

Date: 14th March,

2024.

To

The Manager,

Sai Saw Mills,

Tuticorin.

Dear Sirs,

Sub: Order for timber

Thank you very much for your letter dated February 26, 2024 quoting price for 800 loads of teak now lying in the Commercial Docks, which I accept, and you can draw on me for the amount named at three months, delivering half of the timber at my wharf at your earliest convenience.

I will give you instructions shortly regarding the reminder.

Yours faithfully,

RAJAN

**2.2.1 ACKNOWLEDGEMENT AND EXECUTION OF ORDERS**

While drafting the letter of acknowledgement and confirmation (acceptance) of an order, you should -

(i) convey your thanks for the order placed;

(ii) refer to the number and date of the order letter; and

(iii) specify (although it is a repetition) the key points like the description and the quantity of the goods ordered, terms and conditions relating to delivery and payment etc.,

End the letter by soliciting further orders. Make a reference to the total number of invoices enclosed to avoid the possibility of being mislaid or improperly filed rendering quick reference very difficult.

You need not confirm the order, if the order is executed at once. Where the order cannot be executed owing to some problem or defect like-

(a) the lack of correct and clear information relating to the terms of delivery and payment,

(b) modification of the terms of offer;

(c) exhaustion of stocks;

(d) offering substitutes; and

(e) extension of time of delivery etc.,

You should point out such problem or defect in the letter of acknowledgement and

**confirm the order when: -**

(a) the requirement is fulfilled;

(b) the defect is corrected; or

(c) the problem is solved.

Word the letter tactfully and with due courtesy. For instance, if a delay in execution is anticipated owing to the insufficiency of stocks, persuade the customer to give his consent for a delivery at a later date (after some time). Likewise, offer some substitutes, if any.

**Letter 1.**

**Letter regretting inability to execute order owing to exhaustion of stock and offering substitutes:-**

SRIVARSHINI CLOTH STORES

Ph..... 48, Kelambakkam,  
Fax..... Vandalur main road,  
Mambakkam,  
Chennai - 600048  
May 21, 2024.

To

M/s. R.M.K Textiles,  
428 - Dr. Nanjappan Road,  
Gandhipuram, Coimbatore.

Sirs.

Sub: Inability to execute your order

We thank you for your order V215 dated May 12, 2024 for 150 meters of each of the sample patterns enclosed with your letter. These patterns were imported by us three years ago and they have been completely sold out. We are, therefore, sending you samples of the latest designs of imported cloth and shall be glad to receive your order for them.

As our stock of some of these designs are very limited, please order your requirements within 7 days from this date. Needless to say, your orders will always receive our prompt and careful attention.

Thank you.

Yours faithfully,

.....

**Letter 2. A letter confirming only a part of the order: -**

Nilan Electronics

Ph ..... 25-A Wing,

E-mail .....Vakola Bridge, Santacruz (E),

Mumbai - 55

22nd June, 2024

Sub: Execution of your order in part

We thank you for your order of 18th June. We shall be pleased to supply you items 1 to 14 at the prices mentioned by you. As regards the remaining six items, we are sorry that we are unable to accept your prices. We enclose a proforma invoice showing the lowest prices that we shall charge you for these remaining items and on receiving your confirmation we shall at once despatch the goods.

As you have instructed us to send all the goods in one lot, we are withholding the execution of the first part of the order till we hear from you. In case you require the goods very urgently, please wire acceptance of our prices to enable us to despatch the goods immediately.

Thank you.

Yours faithfully,

.....

### 2.2.2 ORDERS-THEIR EXECUTION AND CANCELLATION

An offer that is accepted is followed by an order. The letter accepting a seller's offer is called a 'Letter of Acceptance'. Many times, the letter of acceptance itself constitutes an order and is sufficient to complete the transaction. However, a formal order may also be sent. An order may also be placed, without any previous enquiry or offer, i.e., on the basis of printed catalogues or advertisements.

Great care is necessary in the drafting of orders:

(i) to ensure its efficient handling, and

(ii) to eliminate all doubts resulting in the loss of time and sometimes even the market.

Hence, a businessman writing an order should:

### 2.2.3 REFUSAL OR CANCELLATION OF ORDER

A business house may have to refuse or decline an order under unavoidable circumstances like--

(i) An order received directly from a retailer of a particular locality where a retail selling agency has already been granted to a dealer of that locality;

(ii) Unsound financial position of the customer; and

(iii) Sudden bankruptcy of the customer etc., While drafting letters of Refusal, a businessman should

(i) State the reasons for declining the order politely and direct the customer to the nearest retail agent (in the first case);

(ii) Refuse the order under some other reason / pretext (in the second and third case); and

(iii) Suggest a few alternatives, if any, to please the customer.

### 2.2.4 CANCELLATION

An order placed already may have to be cancelled under certain unforeseen circumstances, provided

(i) The order is a recent one;

(ii) The manufacture of goods has not been taken in hand; or

(iii) The dealer has not yet despatched the goods.

After deciding to cancel and while drafting a letter of cancellation of an order

the businessman must communicate the decision immediately to the supplier, preferably by a telegram followed by a letter; and point out clearly the actual reason for cancellation particularly when the decision was taken owing to inordinate delay in its execution.

**Letter No. 1. A letter of refusal expressing inability to execute an order:**

THARUN TIME ZONE

Ph..... Opp. Canara Bank,

Fax ..... Vakola Bridge,

E-mail ..... Mumbai.

To

Zona Watch Company,  
Kempegowda Road,  
Bangalore.

Dear Sirs,

Sub: Inability to execute your order on the stipulated date

We thank you very much for your order of 2nd February for 2024 "Clickwel" Wall Clocks for delivery by 5th March, 2024.

We greatly appreciate your interest in clocks and wish we were in a position to accept your order. But as we have already in hand several pending orders, which will keep our factory busy for a long time, it will not be possible for us to book your order, even if you were good enough to extend the date of delivery by several months.

To cope with the increasing demand for Jupiter clocks we have ordered a new plant from Japan and it is likely to be installed next May.

We are very sorry for our inability to serve you at present, but look forward to the time when we shall be able to attend to your order. We will keep in touch with

you.

Thank you,

Yours faithfully,

N.R. Naveen,

Manager.

**Letter No. 2: A letter cancelling order for undue delay:-**

N.M. MILLS

Ph.....28, Periagoundanpalayam,

E-mail :.....

Beema Nagar,

Pollachi road,

Coimbatore.

Date: 5th May, 2024

M/s Arun & Brothers,

Mysore-7

Dear Sirs,

sub: Cancellation of the Order

We had placed an order with you on 4th April, 2024. for 10 dozens of Royal Banians to be delivered on 4th May, 2024 But till now we have received neither the goods any letter from you.

As the time of delivery expired long ago, we are compelled to cancel the order, and to refuse them the goods arrive we are sorry.

Yours faithfully,

Ezilarasan,

Manager

### **2.2.5 CLAIMS, COMPLAINTS AND SETTLEMENT OF ACCOUNTS:**

Errors very frequently occur even in the best managed business houses, because to err is human. The moment any discrepancy or mistake is discovered by any trader, he must immediately bring it to the notice of the supplier by writing a letter of complaint or clam. Instead of unnecessarily entering into a dispute, the supplier should honorably try his best to settle the matter amicably, if the defects are proved. Occasions giving room for a claims or complaint are many and varied in nature and hence it is very difficult to enumerate all of them in full. However, the following are the most important causes that give rise to claims and complaints that are mostly made by buyers:

- (i) inordinate delay in the execution of the order.
- (ii) variance in the quality and quantity of the goods supplied as against those ordered.
- (iii) supply of wrong goods or goods of inferior quality.
- (iv) delivery of damaged goods owing to defective packing
- (v) variance in the terms and conditions relating to the payment and delivery etc.,

### **2.2.6 THE ART OF DRAFTING LETTERS OF CLAIMS AND COMPLAINTS**

A trader must be extraordinarily careful while drafting a letter of claim or complaint in a satisfactory manner because such letters are generally drafted in a mood of dissatisfaction or anger. Successful drafting of claim and complaint letters call for great tact, politeness, sympathy and patience, in order to avoid unnecessary bitterness, long and tedious disputes and legal proceedings over petty issues.

Hints on Writing a Letter of Claim or Complaint



The letter should be:

- 1.Fair and temperate but not apologetic;
- 2.Based only on facts without imputation;
- 3.Friendly and courteous letters prove more effective than a letter breathing fury and threats in gaining the co-operation of the reader;
- 4.Complete, furnishing all the details considered very necessary to adjust what is wrong (like the date of the original transaction, the order number or the invoice number, the list or description of goods etc.);
- 5.Definite and reasonable in its request for redress; that is, it should make a concrete suggestion for redress; and
- 6.Brief in the statements relating to the inconvenience suffered by the customer because of the error.

If any complaint proves to be unfounded or unjustified, the buyer should not hesitate to acknowledge his error and apologies.

Letter No. 1: A letter complaining the despatch of defective goods:-

SARADHA EDUCATIONAL CHARITABLE TRUST  
Gowri Complex,  
Chennai Road,  
Thiruvannamalai.

April 1st, 2024.

To

M/s. Vaanmathi Publication,  
17- Bazar Main Road,  
Palakkarai,  
Trichy.  
Dear Sirs,

Sub : Defective and damaged books

Thank you very much for the despatch of 16 books on “Business Communication” sent to us as per our order No. MBH/71/7 DATED March 28, 2024. On going through these books we found that one of the copies sent by you is incomplete as pages 45 to 64 (20 pages) are missing while another copy is badly damaged.

Will you please let us know immediately whether we should send them back so that you may replace by defect free copies?

Thank you.

Yours faithfully,

.....

For Saradha Educational Charitable Trust

Manivannan,

Trustee.

### 2.2.7 SETTLEMENT OF ACCOUNTS:(REMITTANCE LETTERS)

After receiving the goods ordered, the buyer should not only acknowledge their receipt (unless the goods are sent with a delivery note) but also arrange remittance of the amount due to the seller. The mode of payment depends upon the arrangement between the buyer and the seller. The possible arrangements are:

- (i) “C.O.D.” (prompt cash remittance after the receipt of goods).
- (ii) “Credit for a certain period” (whose payment is to be made within the specified period by cash, or cheque or by acceptance of a Bill of Exchange).

The cost of remittance is generally borne by the debtor who remits, excepting in a few special cases where the creditor may bear. It is easy to effect payments by transferring the amount from the buyer’s account to that of the seller, if both are

having their own separate bank accounts. Remittances against periodical statements of accounts received by the debtor from the creditor are generally arranged when there are regular dealings between them.

The Letters of Remittance should be written with special care and accuracy as they involve matters relating to payment of money.

**Letter No. 1: Letter acknowledging receipt of goods and informing remittance by cheque:-**

PAVITHRAM PALACE

Ph..... East Coast Road  
Fax..... Mahabalipuram - 28  
E-mail..... May 3, 2024.

To

M/s. Rathi Enterprises,  
Mysore.

Dear Sirs,

Sub: A cheque for Rs. 22,250/-

The Camel Hair Rugs invoiced by you on April 30, 2024. have arrived and are satisfactory. We enclose a cheque for Rs. 22,250 (Rupees twenty two thousand two hundred fifty only) in full settlement of the amount of your invoice. The cheque No. Is ..... of corporation Bank.

Please acknowledge receipt and credit us with the amount.

Thank you.

Yours faithfully,

.....

## 2.2.8 SAMPLE ORDER AND EXECUTION LETTERS

## Order Letter Sample

Color World

15; New Market, Dhaka-1200

1st September 2024.

Manager,

Sales Division

National Paints Co. Ltd.

20, Tongi, Gujarat.

Sub: Order for various paints.

Dear Sir,

Thank you for your quotation and the price list. We are glad to place our first order with you for the following items:

SL. No:	Description	Quantity	Weight	Unit price	Amount (Tk.)
1	Enamels paint	25 Tins	100 lbs	1000	25.000
2	Synthetic paint	20 Tins	200lbs	2000	40.000
3	White paint	10 Tins	10 lbs	500	5.000 70,000

Since the above goods are required immediately as our stock is about to exhaust very soon. We request you to send the goods through your "Motor" van as the carriage inward is supposed to be borne by you.

We shall arrange payment within ten (10) days to comply with 5/10, Net 30 terms. Please send all commercial and financial documents along,

with goods. We reserve the right to reject the goods if received late.

Yours faithfully,

Tarun  
Purchase Manager,  
Color world

Order Confirmation Letter Sample

National Paints Co., Ltd  
20, Tongi, Gujarath

6th Sept, 2024

Purchase Manager  
Color world  
15, New Market,  
Dhaka-1200.

Sub: Confirmation of Letter dated September I, 2024.

Dear Sir.

We thank you for your order, No. p-3-7 dated September I, 2024 for various paints. The order is in process of execution and it will be dispatched on 8th September, by our Motor van. We have taken special care for the quality and packing of the paints and we hope that you will find them highly satisfactory.

We thank you again for your kind offer of the paints and hope that you - will extend your similar co-operation in future.

With best regards

Yours faithfully

A KRajan  
Sales Manager  
National paints co. Ltd

Order Execution Letter Sample

National Paints Co. Ltd.

20, Tongi, Gujarath.

8th September 2024

Purchase Manager

Color world

15, New Market, Dhaka-1200

Sub: Execution of order No; P/3/7

Dear Sir,

We have the pleasure to state that we have dispatched your ordered paints by our Motor van today as per your specification given in the letter dated September 1, 2024.

From the Invoice enclosed, you will find that amount due to us Tk. 70,000 (seventy Thousand only) and terms of our contract remain as 5/10, Net 30.

We thank you for this order and hope it will meet your satisfaction. We assure you of our best services and co-operation at all times.

With best regards

Yours faithfully

A.K Rajan

Sales Manager National paints co Ltd.
Enclosure:  (1) Invoice No: BSE/32/04

## LET'S SUM UP

In business communication, the process of placing orders and executing them efficiently is crucial for maintaining smooth operations and fulfilling customer demands. An order typically begins with a formal request from a customer or client, detailing specific products or services desired, quantities needed, delivery requirements, and any other pertinent terms. This request is communicated to the supplier or vendor through various channels, such as purchase orders or electronic ordering systems, ensuring clarity and accuracy in the transaction details. Upon receipt, the supplier acknowledges the order, confirming availability, pricing, and delivery timelines. Effective communication throughout this process is essential to prevent misunderstandings and ensure alignment between parties. Once confirmed, the execution phase involves preparing the goods or services, coordinating logistics for delivery or implementation, and providing updates to the customer regarding order status. Timely and transparent communication plays a vital role in managing expectations, resolving issues promptly, and ultimately fostering strong business relationships built on reliability and trust.

## CHECK YOUR PROGRESS

**1. Which of the following is the first step in the order and execution process of business communication?**

- A. Feedback**
- B. Encoding**
- C. Decoding**

**D. Planning**

**2. In the context of business communication, what is meant by 'execution'?**

- A. The act of composing the message**
- B. The process of sending the message to the intended recipient**
- C. The feedback received from the recipient**
- D. The implementation of decisions and actions based on the communicated message**

**3. Which of the following best describes the purpose of a communication plan in business?**

- A. To determine the target market for the company's products**
- B. To ensure messages are delivered and understood effectively**
- C. To allocate budget for marketing activities**
- D. To establish pricing strategies for products**

**4. What is the primary role of feedback in the communication process?**

- A. To provide the sender with information on the effectiveness of the message**
- B. To encode the original message**
- C. To interrupt the communication process**
- D. To serve as a channel for message transmission**

**5. Which of the following is a critical factor in the execution phase of business communication?**

- A. Identifying the purpose of the message**
- B. Selecting the appropriate communication channel**



**C. Drafting the message content****D. Evaluating the message's impact****SECTION 2.3 MEANING OF BUSINESS STATUS INQUIRY LETTERS**

The letter that is written for obtaining information about a business enterprise is termed as business status inquiry letter. Generally, one business enterprise writes this letter to another business enterprise for collecting information about a prospective customer.

When a business firm wants to buy goods on credit, it gives one or more reference to which the seller can ask for some information about the credit seekers. Usually banks, trade associations or competing business firms are mentioned as references. The seller then writes the inquiry letter to the referees requesting them to provide some information about the customer.

**2.3.1 SAMPLE ORDER AND EXECUTION LETTERS**

The purpose of writing this letter is to obtain information relation to:

- (a) Financial capability or credit worthiness
- (b) Goodwill
- (c) Nature of business dealings
- (d) Honesty
- (e) Relationship with business association, etc.

In light of the above discussion, we can conclude that when a business enterprise writes an inquiry letter to another business enterprise, financial institution or trade association to obtain information about credit worthiness or financial capability of a customer who has applied for credit purchase, it is called business status inquire letter. Basing on the information supplied by the referees, the seller decides whether to establish business transactions with the firm.

### 2.3.2 IMPORTANCE OF BUSINESS STATUS INQUIRY LETTER

Business status inquiry letter plays an important role in modern business. The following are the major objectives of writing this letter:

- (a) Obtaining information about financial capability of prospective customers.
- (b) Determining the risk of credit sales.
- (c) Deciding whether to enter into credit transactions.
- (d) Getting information about honesty, goodwill and business morality of the probable buyer.
- (e) Knowing about the relationship of the prospective buyers with other business community and associations.
- (f) Enhancing sales with various parties by evaluating their financial and business viability.

### STATUS INQUIRY LETTER SAMPLE

Oxford LTD wants to do business with your company named Planet Ltd. and they have mentioned the name of Mc-Hill as a referee. You request Mc-Hill to provide credit information regarding Oxford Ltd. by writing a letter.

Planet Ltd.

25, Gulshan, Dhaka-1212

1st July, 2024.

Manager,

Credit operation

Mc-Hill Communication

20, Motijheel, Dhaka-1000.

Confidential

Ref: Request for Credit Information

Dear Sir,

The firm named below wishes to develop business with us and has given your names as a credit reference:

Oxford Ltd.

Radio Link Connector

26, Dilkusha, Dhaka-1000

Any information you may furnish us will be treated as strictly confidential.

We shall appreciate an early reply and assure you of our willingness to cooperate at any time. A stamped and addressed envelope is enclosed for your convenience.

Yours faithfully,

Arun.

Administrative Manager Planet Ltd.

## REPLY TO STATUS INQUIRIES LETTER:

## A. Favorable Reply

MC Hill Communication  
20, Motijheel, Dhaka-12000

7th July, 2024.

Arun  
Administrative Manager  
Planet Ltd.  
25, Gulshan, Dhaka-1212.

Ref: Replying to Status Inquiries

Dear Sir,

Your letter of 1st July, 04 regarding credit status of Oxford Ltd. of Dhaka reached in time. We are glad to inform you that we have been maintaining a good business relation with Oxford Ltd. for the past ten (10) years. Their record of payment during this period has been entirely satisfactory. Their business ability and financial strength are held in high esteem in the business of modern technology. We would like to add that our confidence in this firm has never been broken and you can do business without any hesitation.

We feel happy to provide a reference for him.

Yours faithfully

S. Akash  
Credit Manager  
MC Hill Communication

## B. Unfavorable Reply

MC Hill Communication  
20, Motijheel, Dhaka-1000

7th July, 2024.

Arun  
Administrative Manager  
Planet Ltd.  
25, Gulshan, Dhaka-1212

Ref: Replying to status inquiries

Dear Sir,

Writing about the credit standing of the firm you mentioned in your letter of 7th July, 2024, we must, advise you to consider the application carefully.

In the past two (2) year's this firm has been deferring payments for long periods. It makes commitment but fails to comply. Furthermore, their financial strength is no more satisfactory and their reputation is getting down day by day in the business arena. As a result, we and other suppliers are giving them goods on cash basis only. We suggest a line of caution.

The above information is strictly confidential and we don't accept any responsibility for it.

Yours faithfully

S. A. Akash  
Credit Manager,  
MC Hill Communication.

## SECTION 2.4 COMPLAINT LETTERS

A complaint letter requests some sort of compensation for defective or damaged merchandise or for inadequate or delayed services. While many complaints can be made in person, some circumstances require formal business letters. The complaint may be so complex that a phone call may not effectively resolve the problem; or the writer may prefer the permanence, formality, and seriousness of a business letter. The essential rule in writing a complaint letter is to maintain your poise and diplomacy, no matter how justified your gripe is. Avoid making the recipient an adversary.

In the letter, identify early the reason you are writing — to register a complaint and to ask for some kind of compensation. Avoid leaping into the details of the problem in the first sentence.

State exactly what compensation you desire, either before or after the discussion of the problem or the reasons for granting the compensation. (It may be more tactful and less antagonizing to delay this statement in some cases).

Provide a fully detailed narrative or description of the problem. This is the "evidence."

Explain why your request should be granted. Presenting the evidence is not enough: state the reasons why this evidence indicates your requested should be granted.

Suggest why it is in the recipient's best interest to grant your request: appeal to the recipient's sense of fairness, desire for continued business, but don't threaten. Find some way to view the problem as an honest mistake. Don't imply that the recipient deliberately committed the error or that the company has no concern for the customer. Toward the end of the letter, express confidence that the recipient will grant your request.

### 2.4.1 ADJUSTMENT LETTERS

Replies to complaint letters, often called letters of "adjustment," must be

handled carefully when the requested compensation cannot be granted. Refusal of compensation tests your diplomacy and tact as a writer. Here are some suggestions that may help you write either type of adjustment letter:

Begin with a reference to the date of the original letter of complaint and to the purpose of your letter. If you deny the request, don't state the refusal right away unless you can do so tactfully. Express your concern over the writer's troubles and your appreciation that he has written you. If you deny the request, explain the reasons why the request cannot be granted in as cordial and noncombative manner as possible. If you grant the request, don't sound as if you are doing so in a begrudging way.

If you deny the request, try to offer some partial or substitute compensation or offer some friendly advice (to take the sting out of the denial).

Conclude the letter cordially, perhaps expressing confidence that you and the writer will continue doing business.

What is Adjustment Letter?

Contents of Adjustment Letter:

Adjustment letter is a reply letter to the buyer's complaint or claim. In other words, when seller or transportation authority writes letter in response to the complaint or claim letter of the buyer, it is known as adjustment letter. This letter informs the customer either acceptance or rejection of their complaints and claims. Acceptance of the claims may take different forms such as simply regretting for the mistakes, or making correction to the mistakes through payment of compensation. Reply to complaint letter plays a vital role in enhancing the goodwill of a company and maintaining relationships with the customers.

According to Murphy and Hilderbrandt, "An adjustment letter is the reply to a compliant or claim letter".

Finally, we can say that an adjustment letter gives answer to the customer's claim letter. Though this letter, the seller notifies the customer whether his claim is granted or rejected. Since this letter settles the claims of the customers,

it is also termed as letter of claim settlement. This letter helps to build and maintain goodwill with the customers.

Factors to be considered while drafting Adjustment Letter Or, Contents of Adjustment Letter. In drafting adjustment letter, the following points should be kept in mind so that in can convince the affected buyer:

**(a)Acknowledging the claim letter:** At the begging of the adjustment letter, seller should acknowledge the claim letter of the customer and thank the customer for pointing out the mistakes.

**(b)Regretting for mistakes:** Reply letter should regret for the mistakes and inconvenience of the seller sincerely. If the seller is definitely at fault, he can apologize by saying, " I am sorry", "We apologize" etc.

**(c) Immediate reply:** After receiving the complaint from the buyer, the seller should give its reply immediately. Delay in reply may create further arrogance.

**(d) Granting immediate promise:** If the customer demanded for something specific like a refund or replacement, the seller should grant the promise immediately.

**(e)Assuring preventive measures:** After receiving the claim from the customers, preventive measures taken by seller should be indicated. Seller must also assure the customer that he will not face any such inconvenience in future.

**(f)Offering further cooperation:** In order to promote goodwill of the company and sustain relationship with customers, the seller should offer further cooperation and assurance of satisfaction.

**(g)Convincing customer:** If the claim of the customer is unfair, unreasonable and unjust, the seller should not react violently. Rather, he should convince the buyer to consider the matter from the seller's angle.

**(i)Courteous and friendly language:** The language of adjustment letter must be courteous and friendly. Such language will cool down the anger of the buyer.

## LETS SUM UP



A complaint letter is a formal written communication used to express dissatisfaction or concerns regarding a product, service, or experience. It is addressed to a company, service provider, or relevant authority, outlining the specific issues encountered, such as defects, poor service, or unmet expectations. The letter aims to seek a resolution, which could include a refund, replacement, or corrective action. Effective complaint letters are clear, concise, and polite, providing all necessary details such as dates, transaction references, and any supporting documentation. The goal is to facilitate a constructive dialogue that leads to a satisfactory resolution for the complainant.

### CHECK YOUR PROGRESS

1. What is the primary purpose of a complaint letter?

- A. To request a job interview
- B. To express dissatisfaction and seek a resolution
- C. To offer a product for sale
- D. To schedule a business meeting

2. Which of the following information is most important to include in a complaint letter?

- A. Personal hobbies and interests
- B. Detailed company history
- C. Specific details about the issue, including dates and transaction references
- D. Favorite books and movies

3. What tone should be used when writing a complaint letter?

- A. Aggressive and demanding
- B. Sarcastic and humorous

C. Polite and professional

D. Indifferent and detached

4. Which of the following is an appropriate closing for a complaint letter?

A. "Looking forward to a quick resolution."

B. "Whatever, do what you want."

C. "Best of luck with your future endeavors."

D. "Hope to never deal with you again."

5. To whom should a complaint letter ideally be addressed?

A. Any random employee in the company

B. A specific person or department responsible for handling complaints, such as customer service

C. The company's competitors

D. The general public

## Section 2.5 COLLECTION LETTERS

Written notification of the pending amounts, meant to prod past-due customers to make a payment. Collection letters are sent usually one after another, with the tone and language getting more direct with each successive letter, until at least some payment is received. An effective letter of collection achieves its purpose without destroying the customers' goodwill that was painstakingly acquired over the years. Also called dunning letter. Not to be confused with collection letter.

The main challenge of writing a collection letter is to demonstrate good customer relations, even if the customer or vendor is delinquent. After all, your company still has an identity to uphold, and it's possible the invoice request could have been lost, hence the reason for no payment.

### 2.5.1 SAMPLE COLLECTION LETTERS

(1) Polite First Reminder Letter for a Good Customer

Dear {client};

You have been a valued customer for many years, and you have always been conscientious about paying your bills within the 30-day payment period. This is just a reminder that your payment of {amount} for invoice # {0000} has not been received by our office. If you forgot to mail us your payment, please send it today. If you have already mailed your check, please disregard this notice.

As always, if you have any questions or problems feel free to contact us at {phone number} or {email address}.

Sincerely,

{Your Name}

{Your Title}

(2) COLLECTION LETTER - FIRST NOTICE 30 DAYS LATE

Dear {client};

We know that life can sometimes be difficult and staying on top of invoices is not always easy. That's why we wanted to send you a friendly reminder regarding invoice # {000} in the amount of {\$.00} that is currently past due. If you experienced an issue with your order, please do let us know. If you have any questions regarding this invoice, please call us at {phone} or contact us via {email}.

We value your business and are here to help you. If your payment has already been submitted, we thank you and please disregard this notice.

Sincerely,

{Your Name}

{Your Title}

(3) COLLECTION LETTER - SECOND NOTICE 60 DAYS LATE

Dear {client};

We hope that everything is going well for you and that you are enjoying the products that we provided.

However, it has been two months now since we have received a payment and we are wondering if there is some sort of problem, we can help you with. Have you already put a check in the mail to us in the amount of {\$.00} for invoice # {0000}?

If not, please give this matter your attention today, since we want to be able to extend you credit the next time you shop with us.

Of course, if there is some sort of problem, know that you can contact us at {phone number} or {email} so we can help.

Sincerely,

{Your Name}

{Your Title}

(4) COLLECTION LETTER - THIRD NOTICE 90 DAYS LATE

Dear {client};

We show your account has a past due balance of {\$.00} Previous attempts to collect the balance have failed.

Please call me immediately at {phone} to resolve the balance on your account and to avoid having invoice # {000} referred to a collection agency. Your prompt attention is required to resolve this issue.

Sincerely,

{Your Name}

{Your Title}

(5) COLLECTION LETTER - FINAL NOTICE - COLLECTIONS/LEGAL

Dear {client};

Your account is now seriously past due. We have sent you numerous payment requests and still have not received your past due payment in the amount of {\$.00}.

Please remit {\$00} from invoice # {000} within three days or your account will be closed, any outstanding orders will be cancelled, and this matter will be referred to a collection agency.

Please call me within the next three business days at {phone} so that we may discuss how to resolve this quickly.

Sincerely,

{Your Name}

{Your Title}

Lets Sum Up

A status enquiry letter is a formal business communication sent to request information about the current status of an order, application, shipment, or any other business transaction. Typically addressed to a company, supplier, or service provider, this letter aims to obtain updates on the progress, expected completion date, or any issues that may have arisen. It is essential for maintaining clear and efficient communication between parties, ensuring transparency, and facilitating timely decision-making. The letter should be concise, polite, and specific, clearly stating the details of the request and any relevant reference numbers or previous correspondence to help the recipient provide accurate and prompt information.

**CHECK YOUR PROGRESS:**

1.What is the primary purpose of a status enquiry letter?

- A. To file a complaint
- B. To request an update on a transaction or order
- C. To offer a new product or service
- D. To confirm a meeting appointment

2.Which of the following information is essential to include in a status enquiry letter?

- A. Personal hobbies
- B. The reference number of the order or transaction
- C. Detailed company history
- D. Weather conditions on the day of writing

3.How should the tone of a status enquiry letter be?

- A. Casual and informal
- B. Apologetic and defensive
- C. Polite and professional
- D. Humorous and lighthearted

4.Which of the following is an appropriate closing for a status enquiry letter?

- A. "See you soon!"
- B. "Awaiting your prompt response."
- C. "Best of luck with everything."
- D. "Can't wait to hear back."

5.When sending a status enquiry letter, to whom should it ideally be addressed?

- A. The CEO of the company
- B. The company's customer service department or the specific contact person
- C. Any random employee of the company
- D. The company's legal team

## SECTION 2.6 SALES LETTER

A sales letter is a piece of direct mail which is designed to persuade the reader to purchase a particular product or service in the absence of a salesman. It has been defined as "A form of direct mail in which an advertiser sends a letter to a potential customer."

### 2.6.1 CIRCULAR LETTERS

A circular letter is a document or letter that is sent to a closed group of people with the intention of being widely circulated. In business, circular letters are used to inform their recipients of new policies or other important matters.

Circular letter is a kind of written announcement that is distributed to a large number of people to convey any commercial or non-commercial message at minimum time, costs and efforts. Drafting circular letter is purely an art. It should be drafted in such a way that can attract readers' attention and can serve its purpose.

### 2.6.2 IMPORTANCE OR ADVANTAGES OF CIRCULAR LETTER

Circular letter circulates information relating to a company, its products and services etc. to a large number of people at a time. It plays an important role in the growth and development of business. Its importance is briefly discussed below:

**Easy method of conveying information:** Circular letter is the most easy, simple and effective way to convey any information to a huge number of people.

**(a) Achieving economy:** Circular letter can be used for wide publicity of products. As a result, organizations can save cost of sending letters to different parties separately and can gain economy.

**(b) Saving time:** Circular letter transmits information to a large number of people at a time. It does not require reaching each individual separately. Thus, it saves time.

(c) **Less effort:** Circulating information to each individual separately is a time consuming and laborious job. Circular letter helps to overcome this problem. Through circular letter, we can communicate with large number of people at a minimum effort.

(d) **Creating market:** Through circular letter, a company can inform the potential customers about its products and services. In this way, new market can be created.

(e) **Increasing consumer's confidence:** Convincing and attractive circular letter can easily touch the reader's heart and thus helps to enhance consumer's confidence on the company's products.

(f) **Creating public consciousness:** In circular letter, information like price, quality, utility, place of availability etc. are mentioned in details that make people more conscious about the product.

### 2.6.3 FEATURES OF CIRCULAR LETTER IN BUSINESS COMMUNICATION

A letter that circulates or announces the same information or message to a large number of people at a time is called a circular letter or a circular. Launching new business, changing business premises, changing the name of business, admission or retirement of any partner or director, trademark notice etc. are communicated with people through circular letter. An effective circular letter has some unique characteristics which are discussed bellow-

(a) **Wide Circulation:** The most important feature of circular letter is that it circulates the message to a large number of audiences at a time. It is in fact a mass communication method. No other communication method enjoys this advantage.

(b) **Drafting Method:** Drafting a circular letter follows certain method and style. the art of writing circular letter varies depending on the situations. it is written in simple language so that most of the people understand the information it contains.



(c) **Attractiveness:** Another important feature of circular letter is that it is always furnished in an attractive way so that it can easily gain the attention of people. Information is arranged here in a distinct manner.

(d) **Conciseness:** A circular letter is always concise but complete. It expresses the message briefly and precisely. There is no scope of including any unnecessary information in a circular letter.

(e) **Reader's Interest:** Another feature of circular letter is that it always focuses on readers' interests. It explains how the readers will be benefited from the message.

(f) **Authenticity and Reliability:** Offering authentic and reliable information is another characteristic of circular letter. It never pushes fake or irresponsible information to the public. Authenticity of information increases the reliability of the message.

(g) **Courtesy:** Courtesy is an essential principle of every business letter and circular letter is not an exception. The information is put here in a courteous way so that people feel good to read it.

(h) **Universality:** Circular letter is open to the people of all age groups. So, the message, language and format of circular letter should be acceptable and comprehensive to all.

(i) **Relevancy:** A circular letter includes only relevant information and excludes all irrelevant or unnecessary information.

(j) **Asking for Action:** Every circular letter calls for certain action from the readers. After reading the message in the circular letter the readers should be intended to do specific jobs like purchasing the product or telling the news to others and so on.

(k) **Specific Purpose:** A circular letter is written for a specific purpose. It is not written to attain several objectives at a time.

(l) **Persuasiveness:** Persuasiveness is also a feature of circular letter. Since circular letter is written for a specific objective, persuasive and convincing language should be used to motivate the readers to go for certain action.

(m) **Special Structure:** Circular letter has special structure. It takes the form of letter but contains something more than a letter.

#### 2.6.4 CIRCULARS CAN BE SENT ON SEVERAL OCCASIONS

- (i) Expansion of business
- (ii) Introducing new product
- (iii) Opening a new branch
- (iv) Repairs
- (v) Change of business dimension
- (vi) Circular Announcing opening of New Business:
- (vii) Provide information regarding the type of new business, inauguration date and place.
- (viii) Elaborate the importance of business.
- (ix) Announcement of discount as a special attraction at the time of inauguration.
- (x) Mention about new promises.
- (xi) Extend Invitation.

A circular Letter sample announcing the opening of a branch in a city

The Electronic World  
2/6, Mohakhali, Dhaka-1212

Dear Customer,  
We have come to your city  
Do you wish to come to your home?

Just within five years of being established, the Electronic World has made a name in the supply of anything and everything in electric domestic appliances. Having won the recognition of our customers in Chittagong for our goods and service, we have now opened a new outlet in your city, at the address given above.

The Electrical World is the largest traders of all types of electrical appliances for your home. It will be a pleasure to assist you in the purchase, fitting and maintenance of your domestic electrical equipment. You will get specialized service from us in installing various electrical appliances at your home.

Whatever you are planning to buy this month, you can make a choice from our wide selection of refrigerators, washing machine, blender, oven, toaster, mixers, grinders, TV, VCD, DVD, air conditions etc. We have different models and brands for the mentioned appliances. We hope our product will provide you the” best service in the city. As we always look for the benefits and satisfaction of customers, you can enjoy credit services, guarantee and warranty at our shop made for you.

You are most welcome to our showroom at the above-mentioned address. You will be glad each and every time when you will visit your shop: The Electronic World.

Yours cordially,

S. Kannan  
Marketing Manager  
The Electronic world.

Circular letter format announcing change in premises of business

Standard Chartered Bank

15th July, 2024.

Dear Valued customers,

WE HAVE MOVED

From our old address at 35/1,  
Dhanmondi Complex to: Shopping Corner  
I 2 Corporation Road  
Dhanmondi

In the last twenty-five (25) years we have grown with your patronage and cooperation-So much that our old premises became too small for us. Many a time it was so crowded in the bank that customers feel out of sorts.

Now you can feel it pleasant to bank on our new premises with more facilities made for you. Now we have ATM (Automated Teller Machine) services, credit card, services, call center facilities and other new products for your satisfaction.

Our interior and exterior display is attractive and you will find comfort when you will be available to pass your valuable time for banking. A visit to standard chartered Bank is a total experience with all sorts of modern Banking.

A Circular Letter Announcing A New Company Plan

To: All Employees

From: Danny Williams

Date: October 3, 202

Our success to become a part of Altair Industries last year is something that we need to review in the hope that we can enthuse ourselves in setting our next

goals in future.

I herewith would like to share with you my thought and plans about the area I believe are important to all of us in years ahead.

### Productivity

I am sure that you are all aware of the effort throughout our country to improve productivity. Over the past few years, we have made heavy capital investment to improve our position. Productivity, however, depends not only on the acquisition of more efficient equipment but also on the commitment of each employee to see creative ways in using resources most efficiently.

### Marketing and Sales

You may be aware that our Target Sales program has helped us improve our sales by over 15 percent. Although that result is gratifying, it is not large enough. I m sure there are a lot things we can do to improve our position. Therefore, I am setting a goal of 25 percent increase in sales for this next year.

I hope you share the excitement I feel as we implement these plans. Indeed, you must actively participate in achieving this goal if they are to have a chance for success.

### Circular letter sample for change of address

Dear Sir,

We take great pleasure in informing you that we have shifted to larger premises at Motijil from 1st August 2024. The shift is due to the fact that the site is in the heart of the city and the transport system is quite good. We are sure to serve you better from this place.

Yours faithfully

Iqbal Hasan



## 2.7 UNIT SUMMARY

The letter that is written for obtaining information about a business enterprise is termed as business or trade status inquiry letter. Generally, one business enterprise writes this letter to another business enterprise for collecting information about a prospective customer.

When a business firm wants to buy goods on credit, it gives one or more reference to which the seller can ask for some information about the credit seekers. Usually banks, trade associations or competing business firms are mentioned as references. The seller then writes the inquiry letter to the referees requesting them to provide some information about the customer.

## 2.8 GLOSSARY

Trade Enquiries	A formal request for information regarding the products or services offered by a business, often including questions about pricing, availability, specifications, and terms of sale.
Quotation	A document or statement that provides the estimated cost of goods or services requested in a trade enquiry, including details such as price per unit, total cost, delivery time, and payment terms.
Circular	A circular letter or a circular may refer to: Circulars, text broadly disseminated for the members of a service, of an enterprise, or of an administration.

## 2.9. Self-Assessment Questions

## Short Answers: (5 Marks) K2/K3 Level

S.No	Questions	Level
1	<b>Define Trade Enquiries</b>	K2
2	Explain the importance of business status inquiry report.	K3
3	Explain the different kinds of enquiry letters.	K3
4	List out the form of replies to enquiries.	K2
5	Define order form.	K2

## Essay Type Questions (8 marks) K3/K4 Level Questions

S.No	Questions	Level
1	Write a letter of enquiry for requesting latest catalog and price list.	K3
2	Draft a letter for an order for the supply of cement.	K4
3	Explain about collection letter.	K4
4	What is mean by complaint letter?	K3
5	Enumerate sales letter.	K4

**2.10 TRADE ENQUIRIES – ASSIGNMENTS – QUADRANT 3**

<b>Activities</b>	Practice drafting a professional trade enquiry letter requesting information about products or services from a supplier.
	To evaluate and compare responses from multiple suppliers based on a trade enquiry.



	<p>Create a pro forma invoice based on the following details:</p> <ul style="list-style-type: none"> <li>• Product/Service: Clearly describe the product or service being offered.</li> <li>• Quantity: Specify the quantity being quoted.</li> <li>• Price: Provide the unit price and the total cost.</li> <li>• Terms of Payment: Outline the payment terms, including due dates and accepted methods of payment.</li> <li>• Delivery Time: State the estimated delivery time.</li> <li>• Shipping Terms: Include details about the shipping terms (e.g., FOB, CIF).</li> <li>• Contact Information: Include your company's contact information and a point of contact for any questions.</li> </ul>
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## 2.11 OPEN-SOURCE E-CONTENT LINKS

S.No	Topic	E-Content Link	QR Code
1	Trade Enquiries	<a href="https://www.slideshare.net/slideshow/enquiries-28769151/28769151">https://www.slideshare.net/slideshow/enquiries-28769151/28769151</a>	
2	Enquires & Reply	<a href="https://gacbe.ac.in/pdf/ematerial/18BCO53C-U2.pdf">https://gacbe.ac.in/pdf/ematerial/18BCO53C-U2.pdf</a>	
3	Trade Letters	<a href="https://www.israheja.org/wp-content/uploads/2020/04/FY-Business-Communication-%E2%80%93-II-Unit-III-IV.pdf">https://www.israheja.org/wp-content/uploads/2020/04/FY-Business-Communication-%E2%80%93-II-Unit-III-IV.pdf</a>	

## 2.12 SUGGESTED READINGS / REFERENCES

1. Business communication - M.S. Ramesh, CC.Palkanshethi, Madhumati,
2. Business communication & Customer Relations - Dr. C. B. Gupta
3. Business communication - Kathiresan & P.R. Radha
4. Essentials of Business communication - Rajendra pal, J.S.Korcahalli

Banking & Insurance Correspondence			
Banking Correspondence–Types–Structure of Banking Correspondence – Elements of a Good Banking Correspondence –Insurance–Meaning and Types–Insurance Correspondence–Difference between Life and General Insurance – Meaning of Fire Insurance–Kinds–Correspondence Relating to Marine Insurance – Agency Correspondence – Introduction – Kinds – Stages of Agent Correspondence– Terms of Agency Correspondence.			
Section 3.1	INTRODUCTION - BANKING CORRESPONDENCE		
3.1.1	Classification or Types of Banking Correspondence		
3.1.2	How do write banking correspondence letters?		
	Summary		
	Check Your Progress -Quiz – Qr Code		
Section 3.2	INSURANCE CORRESPONDENCE		
3.2.1	Types of Insurance		
3.2.2	Life Insurance Letter Correspondence		
	Summary		
	Check Your Progress -Quiz – Qr Code		
Section 3.3	MARINE INSURANCE		
3.3.1	Principles of Marine Insurance		
3.3.2	Types f Marine Insurance Policies		
Section 3.4:	AGENCY CORRESPONDENCE:		
3.4.1	Kinds of Agency Correspondence		
3.4.2	Stages of Agency Correspondence		
3.4.3	Terms of Agency Correspondence		
3.5	Unit Summary		
3.6	Glossary		
3.7	Self-Assessment Questions		
3.8	Unit III Assignments		
3.9	Open-Source E Content		
3.10	Suggested Readings / References		

## SECTION 3.1 INTRODUCTION - BANKING CORRESPONDENCE

All businesses are doing financial transactions with banks. Business without Bank is a myth hereafter. So, having business correspondence with banks is inevitable hereafter. We have to learn the business nuances of drafting letters to banks. Here are many such letters which bring into effect all the typical circumstances in which we have to do letter-correspondence with banks. From the first point of opening a business to the level of expanding the business to the international level, we have to seek the help of the bank. Banks do not only the role of financing our business operations but also the role of transforming our money to our customers and our workers. With the help of online transaction, we have to run our business. Here you will get all sorts of help in the matter of letter-transactions with banks.

Correspondence with banks is essential for organizations. Banks also are business houses and they have to correspond with clients and customers. Banks whether Private or Public, Local or Foreign, have to face stiff competition from others. Computerized accounts, Automatic Teller Machine, Credit and Debit cards have enlarged the scope of business. Banks which were the monopoly of the rich men, today are attracting common and ordinary people. The whole competition of banking business has undergone a sea-change. Banking correspondence is of a special nature because it deals with finance. Letters have to be carefully written to protect the interest of the bank as well as its clientele. In the first place, it has to be very confidential in nature. The financial status of its clientele can be quite fluctuating owing to extraneous reasons. The interest of the client has to be protected as well as the interest of the bank. The correspondence should also be tactful. A bank cannot afford to be judgmental in issues connected with a transaction. Banks can suffer from bad debts but it cannot afford to hastily call a client a bad-debtor. Courtesy is another important feature of banking correspondence. Banks should always look at a situation from the receiver's point of view. 'You-attitude' in letters is very important for all correspondence connected with banks.

Money is regarded as the driving force of modern economy and civilization. Banks are the vein of circulating that money supply in the whole economy.

Therefore, the role of bank is very important is very facet of our lives especially in business and industry. People of all sections are somehow related to banks. Perhaps some of us are depositors, some are creditors and some of the rest may be the owners or employees of the bank. So bank requires exchanging various letters with its different stakeholders. So the letters that are exchanged between the bank and its customers with a view to performing banking activities are known as letters related to bank.

Generally, bank exchanged letters with its various customers and other parties for collecting deposits, granting credits, and issuing letter of credits, transferring money, discounting bills, collection and its other stakeholders for performing banking activities is known as letter related to bank operation.

Therefore, any letter exchanged between bank and its clients or any other letter exchanged between bank and its other stakeholders for performing banking activities is known as letter related to bank operation.

### **3.1.1 CLASSIFICATION OR TYPES OF BANKING CORRESPONDENCE**

Any letter exchanged between bank and its clients or any other letter written by bank to any other party else for performing its banking activities is known as bank related letter or banking correspondence. Such banking correspondences may be of following types:

- (a) Letter exchanged between bank and its clines.
- (b) Letter exchanged between bank and its branch office or head office.
- (c) Letter exchanged between two individual banks.

#### **(a) Letters exchanged between bank and its clients:**

Depositors and borrowers are the prime customer of bank. For many reasons, such as opening accounts, withdrawal of deposits, transfer of money, granting loans, issuing letter of credit and so on bank exchanges various letters with its customers. Among those, the following are the most important:



- (1) Letter relating to opening of various accounts
  - (2) Letter for issuing bank passbook and cheque book
  - (3) Letter requesting to stop payment
  - (4) Letter regarding dishonoring of cheque
  - (5) Letter for granting bank overdraft
  - (6) Letter for granting mortgage loan
  - (7) Letter for realizing principal and interest
- (b) Letters Letter exchanged between bank and its Branch office or head office:**

The followings are the most important of this category of bank letter:

- (1) Letter for forwarding the Clint's loan or over draft proposals.
- (2) Letters relating to training, promotion, transfer, discharge, retirement etc. of the employees of both branch and head office.
- (3) Letter written regarding branch administration.
- (4)** Letter relating to forwarding recommendations for expanding branch activities.

**(c) Letters exchanged between two individual banks: The followings are prominent of this category:**

- (1) Letter written to other bank for supplying information about an approaching customer.
- (2) Letter regarding issuance of L/C info our of any expectant customer.
- (3) Letter relating to acceptance of any bill of exchange on behalf of a client.

**3.1.2 HOW DO WRITE BANKING CORRESPONDENCE LETTERS?****1. Sample letter for closing savings account**

To  
The Branch Manager,  
(Bank Name)  
(Address)

Dear <name or Sir or Madam accordingly>

Re: Information regarding Closing of Bank Account:

This is to inform you that I have the above-mentioned Savings Account No. \_\_\_\_\_ with your branch. <reason if you want to give>. I would request you to kindly close the aforesaid Account No. \_\_\_\_\_ and also arrange for withdrawal of the balance amount as well as closure letter from your end to support my request for my future applications/ references.

Thanking you,

Yours truly,

(Your Name in Capital Letters).

**2. Sample Letter to The Bank to Open a Current Account**

(Date)

To,  
The Branch Manager,  
(Bank Name)  
(Address)

Sir,

This is to intimate your good self that we, \_\_\_\_\_ (Company Name), are into the business of trading. We are the dealers of \_\_\_\_\_ (Company

Name) and we have large transactions on a day-to day basis. We would like to request you to permit us to open a Current A/c with your branch, since your branch is the nearest from our shop. Kindly do the needful.

Awaiting an early response.

Thanking You

Yours Sincerely,  
(Company Name)

### 3. Reply to the Previous Letter

(Date)

To,  
(Company Name)  
(Address)

Sir,

With reference to your letter \_\_\_\_\_ (Date), the undersigned thanks you for giving his branch the privilege of opening a Current A/c. However, the bank authority would like to have a personal meeting with your firm, before considering the proposal. The undersigned would appreciate if you can come down on \_\_\_\_\_ (Date) between \_\_\_\_\_ (Time). Assuring you of our total cooperation.

Thanking you

Yours Sincerely,  
(Bank Name)  
Branch Manager

### 4. Sample letter to bank for Change of name



I have an account in your bank under my name, (name). I recently changed my name legally from XYZ to ABC due to some astrological reasons. I want my new name to be entered in the bank account records as well.

Old name:

New name:

I have also changed my name in all other identity certificates like voter ID, driving license, and PAN card. I have attached copied of all these documents for verification. I also have a legal affidavit done for the same and a copy is also attached with this letter. I also had the change in name published in the Times of India, dated (date). There is a copy of that newspaper column attached. I want the change in name to be entered in bank records as well including my passbook, debit/credit card, cheque book, and internet banking username.

I would appreciate if you can send me my new debit/credit card and cheque book at my residential address at the earliest with the new name on it. Please make sure the spelling is correctly entered everywhere. For any questions regarding the same, you can contact me through a written mail or phone call.

### **5.Sample letter to bank for Death of account holder**

This is to notify the bank that my father, (name), had an account in your bank (account number). On (date), he passed away leaving behind me, his elder son, his wife and his daughter. I am writing this letter on behalf of my mother. I request the bank to transfer the amount in my father's account to my mother's account which is also in the same bank.

Mothers Name:

Account Number:

My father had not mentioned any nominee of his account but since we are the only closest related people to him, I believe transferring the amount to my mother's account should not be a problem. I have enclosed a copy of his prior to death medical conditions and death certificate. Please let me know if any other formalities

need to be completed for claiming the amount. If required, my mother can meet an officer from your bank in person to approve the same. I shall be truly grateful to you if the procedure of amount transferring can be done at the earliest since our family is undergoing financial issues after the death of my father.

### 6. Sample letter to bank for Cheque return

I bear an account with the name, (name), in SBI bank since the last 10 years and have been an honest account holder with regular and candid transactions from my account (account number). Dated (date), I deposited a cheque in your bank, main branch, of Rs. 30, 000 that was sent to me by a client living in Bangalore. The cheque was returned to me without any explanation or reason of its being bounced. Below are the details of my client:

Name:

Address:

Account number:

Name of bank:

Cheque number:

The client claims to have the required amount in his bank account leaving no reason for the cheque to bounce. The entries made in the cheque like my name and account number are also correct. There are absolutely no charges or pending queries against my account as well. Kindly investigate into the matter and do the necessary to solve the inconvenience I faced due to the return of cheque with no explanation. For any question you can contact me on my phone or through a written letter, whichever is preferred.

### LET'S SUM UP

Banking correspondence refers to the formal communication between banks and their clients, other financial institutions, or regulatory bodies. This communication encompasses a variety of transactions and informational exchanges, including account statements, loan agreements, transaction confirmations, and compliance notifications. Effective banking correspondence ensures clarity, security, and compliance with legal and regulatory standards. It often involves using standardized

formats and secure channels to protect sensitive financial information. By maintaining precise and professional communication, banks build trust with their clients and ensure smooth, efficient operations in the financial system.

### **CHECK YOUR PROGRESS**

**1.What is the primary purpose of banking correspondence?**

- A. To promote new products and services**
- B. To facilitate clear and secure communication between banks and their clients or other institutions**
- C. To entertain clients with financial trivia**
- D. To collect personal information for marketing purposes**

**2.Which of the following is a common type of banking correspondence?**

- A. Event invitations**
- B. Account statements**
- C. Holiday greetings**
- D. Personal letters**

**3.Why is security important in banking correspondence?**

- A. To ensure the correspondence is stylish and attractive**
- B. To protect sensitive financial information from unauthorized access**
- C. To make the correspondence more complex**
- D. To comply with fashion trends in document design**

**4.Which regulatory requirement must banking correspondence often comply with?**

- A. Fashion industry standards
- B. Environmental protection regulations
- C. Legal and financial industry regulations
- D. Advertising guidelines

5. What is a key characteristic of effective banking correspondence?

- A. Being lengthy and detailed
- B. Being vague and ambiguous
- C. Being clear, concise, and professional
- D. Being informal and casual

## SECTION 3.2 INSURANCE CORRESPONDENCE

### Insurance

Insurance is a means of protection from risk or loss. The basic risk covered is financial. It is a contract between an insurer and an insured. In it, the insurer agrees to pay or compensate for the loss. In return, the insured pays a premium for a fixed period of time. Any written information regarding it is insurance correspondence. Seven Principles of Insurance Utmost Good Faith In it, both the parties should have a good faith towards each other. For that, the insured must provide complete, clear, and correct information.

Principle of Indemnity In it, the insurer agrees to pay off the insured for the actual loss suffered. It also means that insurance is not meant for profit.

a) The Principle of Insurable Interest.

A clear statement regarding the insured object must be made.

b) Principle of Contribution

According to this principle, the insured can claim the compensation only to the extent of the actual loss.

c) Principle of subrogation

As per this principle, the ownership right of the property shifts to the insurer. It only happens when the insured is paid off for the losses.

d) A principle of Loss Minimization

It is the duty of the insured to take all possible steps to minimize the happening of the risk. This is the main idea of this principle.

e) A principle of Causa Proxima

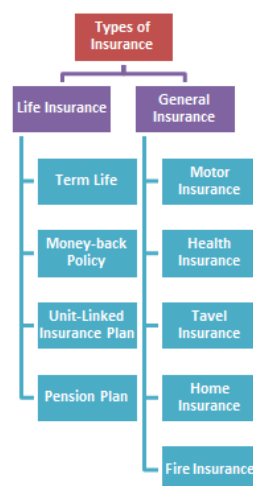
If the loss is caused by more than one reasons, the nearest or the closest cause is taken into consideration. This is the main idea of this principle.

### 3.2.1 TYPES OF INSURANCE

There are basically two types of insurance.

Life Insurance.

General Insurance.



### Types of Insurance Correspondence

#### a) Policy Renewal

As the name suggests, it is the renewal or the continuation of the policy. In it, some changes can be made in the existing scheme also.

#### b) Null and Void Policies

The policies which are no longer active due to the non-payment of premiums are the null and void policies. If the insured doesn't pay the premium rates for a certain amount of time, the legally existing policy becomes void. It is very important for a policy to be active at the time of the mishap.

#### c) Reporting Loss

It is a written report of the occurred loss. In it, the insured asks for the compensation under the taken protection scheme. One must clearly state the happening, the reason for it (if possible), estimated amount to be compensated, etc.

#### 1. Sample Letter to the Insurance Company regarding the enquiry of Surrender Value of Policy

To,  
The Divisional Manager,  
(Insurance Company Name)  
(Address)

Sir,

Ref.: Policy Number \_\_\_\_\_, \_\_\_\_\_ (Date)

This is to inform your good self that my wife is suffering since \_\_\_\_\_ (Date) and her prolonged illness has completely drained me of the financial resources. As a matter of fact, I find it difficult to pay the overdue premier on my above policy. Unfortunately, her early improvement also looks a distant possibility, which makes it difficult for me to continue with the policy. I would like to discontinue the policy, keeping in view of this strained financial situation. I will be extremely

thankful to you, if you kindly intimate me the present surrender value of my life policy and the procedure to obtain it.

Your kind consideration in this regard is solicited.

Thanking You

Yours Sincerely,  
(Your Name)  
(Address)

Sample Letter 2: Reply to the previous letter giving the Surrender Value

To,  
(Name)  
(Address)

Sir,

Ref: Policy Number \_\_\_\_\_, \_\_\_\_\_ (Date)

We acknowledge your letter \_\_\_\_\_ (Date) and we feel extremely bad in learning about your decision to surrender your policy on account of the adverse financial position that you are in, due to circumstances.

As per the guidelines, you are entitled to an amount of \_\_\_\_\_ (Amount) which is the 30% of the total premium paid by you. You will also get the bonus amount credited to your account. To obtain this amount of the surrender value, we need the following documents:

- (a) Original Policy
- (b) Bonus Certificates and
- (c) Authentic Age Proof

We also take the opportunity to impress you the importance of continuing a life policy. By withdrawing your policy, you are discontinuing the protection that this policy offers. Taking this into consideration, we strongly advise you to continue your policy and avail a loan which you are entitled to rather than forfeiting the policy. Our loan terms are very easy. We trust that you will give this matter a serious thought and alter your decision.

Waiting to hear from you soon.

Yours Sincerely,  
(Your Name)  
(Insurance company Name)  
(Address)

### 3. Sample Letter For surrendering a policy

Dear Sir,

Ref: Life Insurance Policy No. \_\_\_\_\_

My financial circumstance at present does not allow me to continue my insurance policy. I have lost my job and I am unemployed for the last six months.

Thus, it is not possible for me to pay the premium of my insurance policy. I, therefore, want to surrender it and get back my money.

I shall be grateful, if you kindly let me know the present surrender value of my policy.

Thanking you,

Yours faithfully,  
(your Name)

### 4. Sample Letter to the Insurance Company for availing Loan

To,  
The Divisional Manager,



(Insurance Company Name)

(Address)

Sir,

Ref: Policy No. \_\_\_\_\_, \_\_\_\_\_ (Date)

This is to bring to your kind attention that I'm an insurance holder of the aforementioned policy, which is an endowment policy and whose quarterly amount of \_\_\_\_\_ (Amount in words) has always being paid on time, for the last five years. As I'm now constructing a house, I would like to avail a loan of \_\_\_\_\_ (Amount in words), in order to expedite the construction possess.

Kindly send me the required forms to be filled up in order to avail the loan. Also kindly intimate me of the documents required by your organisation.

Looking forward to an early reply in this regard.

Yours Sincerely,  
(Your Name)  
(Your Address)

**Sample letter: 5: Reply to the previous letter:**

To

(Name)

(Address)

Dear Sir

Ref: Policy No. \_\_\_\_\_, \_\_\_\_\_ (Date)

This is in reference to your letter \_\_\_\_\_ (Date) regarding the availability of a loan, which as per our records can be given to you. Insurance policies are meant to offer security in hard times and it is a matter of honor for us if we are able to help you. As desired by you, we are stating relevant facts pertaining to such loans:

(i) Our usual terms of interest are \_\_\_\_\_ (Interest rate) per annum payable every half yearly.

(ii) The period of loans is for a maximum period of three years.

(iii) An absolute assignment of the Policy has to be executed in favour of the Corporation.

(iv) We enclose the following documents for completion by you.

(a) Form of application for loan

(b) Receipt for loan

(c) Declaration slips regarding fresh assignment.

As soon as we receive the policy duly assigned in our favour, complete documents mentioned in Para IV above and find them in order in all respects, a cheque for the loan amount will be remitted in your name in \_\_\_\_\_ (Bane Name), \_\_\_\_\_ (Address). The policy hypothecated to us can be obtained when all the terms and conditions of the loan specified in the endorsement are carried out by you and the loan is repaid with full interest.

Looking forward to an early dispatch of papers duly completed.

Yours Faithfully,  
Divisional Manager  
(Insurance company Name)

(Address)

### **Sample letter 6: Letter to Insurance Company Regarding Maturity of Policy:**

From

(Name)

(Address)

(Date)

To

(Insurance Company Name)

(Address)

Dear Sir,

This is to remind you that my Insurance Policy vides no. \_\_\_\_\_ under the scheme \_\_\_\_\_ (Scheme Name) has matured \_\_\_\_\_ (Date) Therefore, I request you to kindly settle my due amount and send the cheque of the final amount on my above mentioned address.

I shall be thankful for the same.

Thanking you.

Yours faithfully,  
(Your Name)

Sample letter 7: Letter to the Insurance Company Informing Them about Loss by Fire

(Your Name)

(Address)

(Date)

To

(Insurance Company Name)

(Address)

Dear Sir,

We regret to inform you that a big fire broke out in our godown located at \_\_\_\_\_ (Address), at about \_\_\_\_\_ (Time) last night. The fire was first noticed by the night watchman \_\_\_\_\_ (Watch Man Name), who immediately rang to the Fire Station.

The fire brigade men fought for an hour before the fire was extinguished. The damage in our estimate is to the extent of \_\_\_\_\_ (Amount).

Therefore, we request you to send your inspector or the concerned officer to assess the loss of goods and property so that we may put up a formal claim for the loss.

Please intimate us the procedure we have to follow for making such a claim.

Yours faithfully,  
(Your Name)

### 3.2.2 LIFE INSURANCE LETTER CORRESPONDENCE

There are many reasons for taking insurance and writing insurance letters. Few insurances are compelled by law. Few others are taken voluntarily. Motor insurance is legally compulsory. Insurances like theft-insurance, life-insurance, medical-insurance, fire-insurance and accident-insurance are taken by the insurer voluntarily. On many occasions in the insurance, many pre-set forms are used. However, often letters are necessary to get things done in the world of insurance.

#### SAMPLE LETTER FOR AN INSURANCE CLAIM

A claim letter is a means to inform the company regarding the partial or complete damage happened and request the company for the reimbursement of the same. The letter has to be written by the claimant to ask for the compensation or to inform about the damage that has taken place. This letter is also written by claimant in case of death of his relative to ask for the claim amount.

#### **Insurance Claim Writing Tips:**

- a) Claimant should write this letter immediately after the damage has taken place.
- b) You must include all the details of the damage date, venue etc. You have to also mention the reason for the damage if any.
- c) Write the reference number on the basis on which the claim is being asked for.
- d) You have to attach supporting documents along with this letter. These documents may include death certificate, report of the doctor etc.

## 1. Sample Letter for an Insurance Claim Template:

From

\_\_\_\_\_

\_\_\_\_\_

Date

To

\_\_\_\_\_

\_\_\_\_\_

Subject – Claim letter

Dear \_\_\_\_\_ (name)

I, \_\_\_\_\_ (name) .I am having a life insurance policy in the name of my father \_\_\_\_\_ (name of father) the policy number is \_\_\_\_\_ (policy number) dated \_\_\_\_\_ (date). The policy is nominated in the name of my mother \_\_\_\_\_ (name of mother).I am writing this letter to you to inform you about the sad demise of my father. As my mother is legal nominee and she was dependent on him, I request you to pay her the claimed amount. As per my records the amount for the reimbursement comes to Rs. \_\_\_\_\_ (amount). The detailed documents and the death certificate are attached herewith. You are requested to release the due amount as it can be helpful for her. Looking forward early response from your end.

Thanking you

Name,

\_\_\_\_\_

Signature

**Email Format:**

Dear Sir,

This is regarding the insurance claim for my car. My policy number is \_\_\_\_\_.

The details of the accident are as given below:

I parked my vehicle in the parking area at my office. Unfortunately, a delivery truck tried to park between two cars and hit my car from behind. The body from behind got smashed.

When I realized I immediately contacted your customer care and gave the details. I checked all my Insurance papers and realized that I am eligible for a claim of \_\_\_\_\_. Your Company sent a representative and filed the report and they said that they will call me soon regarding the insurance and will get the feedback from the company at the earliest.

I would like to bring to your notice that I didn't get any correspondence from the company yet in spite of my reminders for last ten days.

Kindly look into it and expecting a positive response at the earliest.

**LET'S SUM UP**

**Insurance correspondence refers to the formal communication between insurance companies and their policyholders, other insurance entities, or regulatory bodies. This includes a wide range of interactions such as policy documents, claims processing letters, premium notices, renewal reminders, and regulatory compliance notifications. Effective insurance correspondence is essential for ensuring clear understanding and transparency between the insurer and the insured, fostering trust and reliability. It also involves using precise language and maintaining confidentiality and accuracy to protect sensitive information and comply with legal requirements. By ensuring professional and clear communication, insurance correspondence helps in**

efficiently managing policies, handling claims, and addressing customer inquiries or concerns.

### CHECK YOUR PROGRESS

1. What is the primary purpose of insurance correspondence?

- A. To advertise new insurance products
- B. To facilitate clear communication between the insurer and the insured
- C. To share market trends and statistics
- D. To provide entertainment to policyholders

2. Which of the following is a common type of insurance correspondence?

- A. Vacation invitations
- B. Claims processing letters
- C. Newsletters about company events
- D. Personal letters from agents

3. Why is accuracy important in insurance correspondence?

- A. To ensure the correspondence is colorful and engaging
- B. To protect sensitive information and prevent misunderstandings
- C. To comply with fashion trends in document design
- D. To make the correspondence longer and more detailed

4. Which regulatory requirement must insurance correspondence often comply with?

- A. Environmental protection regulations
- B. Fashion industry standards

**C. Legal and insurance industry regulations**

**D. Advertising guidelines**

**5.What is a key characteristic of effective insurance correspondence?**

**A. Being lengthy and detailed**

**B. Being vague and ambiguous**

**C. Being clear, concise, and professional**

**D. Being informal and casual**

### **SECTION 3.3 MARINE INSURANCE**

A simple definition of the word insurance would be “Protection against future loss.” Marine insurance is another variant of the general term ‘insurance’ and as the name suggests is provided to ships, boats and most importantly, the cargo that is carried in them.

Marine insurance is very important because through marine insurance, ship owners and transporters can be sure of claiming damages especially considering the mode of transportation used. Of the four modes of transport – road, rail, air and water – it is the latter most which causes a lot of worry to the transporters not only because there are natural occurrences which have the potential to harm the cargo and the vessel but also other incidents and attributes which could cause a huge loss in the financial basket of the transporter and the shipping corporation.

Marine insurance is concerned with overseas trade. International trade involves transportation of goods from one country to another country by ships. There are many dangers during the transshipment. The persons who are importing the goods will like to ensure the safe arrival of their goods. The shipping company wants the safety of the ship. So marine insurance insures the coverage of all types of risks which occur during the transit.



Marine insurance has two branches:

Ocean Marine Insurance.

Inland Marine Insurance.

Ocean marine insurance covers the perils of the sea whereas inland marine insurance is related to the inland risks on the land.

Marine insurance is one of the oldest forms of insurance. It has developed with the expansion of trade. It was started during the middle ages in Italy and then in England. The sending of goods by the sea involves many perils; so it was necessary to get the goods insured. In modern times marine insurance business is well organized and is carried on scientific lines.

### 3.3.1 PRINCIPLES OF MARINE INSURANCE

The principles of all types of insurance are generally the same and they have been discussed earlier, in detail. Some of the principles related to marine insurance are given as under:

#### I. Utmost good faith:

The marine contract is based on utmost good faith on the part of the parties. The burden of this principle is more on the insured than on the underwriter. The insured should give full information about the subject to the insured. He should not withhold any information. If a party does act in good faith, the other party is at liberty to cancel the contract.

#### II. Insurable Interest:

Insurable interest means that the insured should have interest in the subject when it is to be insured. He should be benefited by the safe arrival of commodities and he should be prejudiced by loss or damage of goods. The insured may not have an insurable interest at the time of acquiring a marine insurance policy, but he should have a reasonable, expectation of acquiring such interest. The insured must have

insurable interest at the time of loss or damage, otherwise he will not be able to claim compensation.

### III. Indemnity:

This principle means that the insured will be compensated only to the extent of loss suffered. He will not be allowed to earn profit from marine insurance. The underwriter provides to compensate the insured in cash and not to replace the cargo or the ship. The money value of the subject-matter is decided at the time of taking up the policy. Sometimes the value is calculated at the time of loss also.

### IV. Cause Proxima:

This is a Latin word which means the nearest or proximate cause. It helps in deciding the actual cause of loss when a number of causes have contributed to the loss. The immediate cause of loss should be determined to fix the responsibility of the insurer. The remote cause for a loss is not important in determining the liability. If the proximate cause is insured against, the insurer will indemnify the loss.

## 3.3.2 TYPES OF MARINE INSURANCE POLICIES

The shipper or insured covers the risks depending on the terms of letter of credit/ export order. The Institute of London Underwriters has drawn up the different clauses in marine insurance policy in respect of risk coverage. The risk coverage is done in terms of various institute cargo clauses. Different marine insurance policies with different risk coverage are

Institute Cargo Clause A: This policy covers all the risks of loss or damage to goods. This is the widest cover.

Institute Cargo Clause B: This policy covers risks less than under clause 'A'.

Institute Cargo Clause C: This policy covers lowest risks.

## SECTION 3.4 AGENCY CORRESPONDENCE

Manufacturers having a wide market for their goods generally appoint agents for the sale of their goods. They prefer appointing agents to opening new branches, for

besides adding to their responsibilities, new branches also tend to eat deeply into their revenues. Agents generally handle goods of a number of manufacturers. So their overhead expenses are spread over all such products.

Agents are paid commission on the goods handled by them. The rate of commission depends on the facilities offered by the agents : impressive display of products in showrooms, advertising and publicity, guarantee of payment/ collection against credit sales, etc., The reimbursement of expenses is generally made by the principal. Agency contracts are often given for a fixed period but can be renewed at the end of the period. The term of a renewed contract may be the same as those of the previous one or they may be modified to suit altered conditions .

The correspondence between the principals and their agents includes a wide variety of letters on different occasions.

- I) Offer of agency by the principal;
- II) Agent's reply to the above
- III) Application of a agency by a prospective agent;
- IV) The manufacturer's reply to this application;

Announcement by the agent regarding obtaining agency;

Cancellation of agency and public notice by the principal.

### 3.4.1 KINDS OF AGENCY CORRESPONDENCE

(i) **Internal Correspondence:** This involves communication within the organization. It includes memos, emails, reports, and other forms of communication exchanged among employees, departments, or divisions.

(ii) **External Correspondence:** This refers to communication between the organization and external parties such as clients, suppliers, government agencies, or other stakeholders. It includes letters, emails, faxes, and other forms of communication.

Formal Correspondence: This type of correspondence follows established protocols and formats. It is often used for official communications, such as letters of appointment, contracts, and legal notices.

(iii) **Informal Correspondence:** Informal correspondence is more casual and may include emails, memos, or messages exchanged between colleagues for day-to-day communication or non-official purposes.

### 3.4.2 STAGES OF AGENCY CORRESPONDENCE

(a) **Initiation:** The process begins with the identification of the need for correspondence. This could be triggered by various factors such as a request from a client, an internal decision, or an external event.

(b) **Drafting:** Once the need is identified, the agent responsible for the correspondence drafts the message. This involves structuring the content, choosing appropriate language and tone, and ensuring clarity and coherence.

(c) **Review and Approval:** Before sending the correspondence, it undergoes a review process. This may involve proofreading for errors, ensuring accuracy of information, and obtaining necessary approvals from relevant authorities within the organization.

(d) **Transmission:** After approval, the correspondence is transmitted to the intended recipient(s) through appropriate channels. This could be via email, postal mail, fax, or other electronic means depending on the nature of the correspondence and the preferences of the parties involved.

(e) **Follow-up:** In some cases, follow-up may be necessary to ensure that the correspondence has been received and understood by the recipient(s). This could involve sending reminders, making phone calls, or scheduling meetings as needed.

(f) **Documentation:** It's important to maintain records of all correspondence for future reference. This includes keeping copies of letters, emails, and other documents exchanged, as well as any responses or follow-up actions taken.

### 3.4.3 TERMS OF AGENCY CORRESPONDENCE

(i) Agent: An individual or entity authorized to act on behalf of another, known as the principal, in conducting business or legal matters.

(ii) Principal: The person or entity on whose behalf an agent acts. The principal grants authority to the agent to perform certain tasks or make decisions on their behalf.

(iii) Correspondence: Communication exchanged between parties, typically in written form. In the context of agency, correspondence refers to communication conducted by an agent on behalf of the principal.

(iv) Power of Attorney: A legal document that grants authority to an agent to act on behalf of the principal in specific matters, such as signing contracts or making financial decisions.

(v) Authorization: The act of granting authority or permission to someone to perform certain actions on behalf of another party.

(vi) Letter of Agency: A document that formally authorizes an agent to act on behalf of the principal in specific matters. It outlines the scope of the agent's authority and responsibilities.

(vii) Delegation: The process of assigning tasks or responsibilities to another person or entity. In agency correspondence, the principal delegates certain communication tasks to the agent.

(viii) Scope of Authority: The extent of the agent's powers and responsibilities as granted by the principal. This may be limited to specific tasks or activities outlined in the agency agreement or power of attorney.

(ix) Confidentiality: The obligation to keep certain information private and not disclose it to unauthorized parties. Agents often have access to sensitive information and must maintain confidentiality in their correspondence.

(x) Representation: Acting on behalf of another party in a legal or business context.

Agents represent the interests of the principal in their correspondence with third parties.

(xi) Disclosure: The act of revealing information to another party. Agents may be required to disclose certain information to third parties in their correspondence, especially if it is relevant to the matter at hand.

(xii) Termination of Agency: The ending of the relationship between the principal and the agent, either by mutual agreement, expiration of the agency agreement, or other reasons. Termination may affect the agent's authority to correspond on behalf of the principal.

### 3.5 UNIT SUMMARY

Banking, insurance, and agency correspondence encompass the formal communication processes between financial institutions, insurance companies, agencies, and their respective clients, partners, or regulatory bodies. In banking correspondence, the focus is on account statements, loan agreements, transaction notifications, and compliance-related messages, ensuring clarity and security in financial dealings. Insurance correspondence includes policy documents, claims processing letters, premium notices, and renewal reminders, aiming to provide transparency and accuracy in policy management and claims handling. Agency correspondence, often seen in real estate, travel, and employment services, involves contracts, client updates, service agreements, and regulatory communications, emphasizing clear, professional, and timely interactions. Across all three types of correspondence, maintaining confidentiality, adhering to legal standards, and fostering trust through clear and concise communication are paramount.

### 3.6 GLOSSARY

Policy Document	A formal contract issued by an insurance company to a policyholder, detailing the terms, coverage, exclusions, and conditions of the
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	insurance policy.
Claim	A formal request made by a policyholder to an insurance company for compensation or coverage for a loss or event covered under the insurance policy
<b>Policyholder</b>	The individual or entity that owns an insurance policy.
<b>Certificate of Insurance (COI)</b>	A document provided by the insurer that summarizes the coverage types and amounts in a policy, often used to provide proof of insurance to third parties.
<b>Endorsement</b>	<b>An amendment or addition to the original insurance policy that alters the coverage, terms, or conditions.</b>

### 3.7 SELF-ASSESSMENT QUESTIONS

Short Answers: (5 Marks) K2/K3 Level

S.No	Questions	Level
1	<b>Define Banking Correspondence</b>	K2
2	Explain the types of Banking correspondence.	K3
3	Explain the elements of a good banking correspondence.	K3
4	What is man by insurance?	K2
5	Differentiate between life insurance and general insurance.	K2

### Essay Type Questions (8 marks) K3/K4 Level Questions

S.No	Questions	Level
1	Explain Fire insurance.	K3
2	Enumerate agency correspondence?	K4
3	Briefly explain the kinds of agency correspondence?	K4
4	Write the stages of agency correspondence	K3
5	Write the terms of agency correspondence	K4

### 3.8 UNIT III - ASSIGNMENTS

<b>Activities</b>	Assume you are a customer who needs a bank statement for the past six months for personal financial records.
	<p>Create a fictional claim settlement letter that includes the following elements:</p> <ul style="list-style-type: none"> <li>• Claim reference number</li> <li>• Details of the claim (date of incident, nature of the damage)</li> <li>• Amount settled and any deductions</li> <li>• Explanation for the settlement decision</li> <li>• Contact information for any queries</li> </ul>
	<p>Create a pro forma invoice that includes the following details:</p> <ul style="list-style-type: none"> <li>• Policyholder's information (name, address)</li> <li>• Policy details (coverage amount, type of coverage)</li> <li>• Premium amount</li> <li>• Payment terms and schedule</li> </ul>



	<ul style="list-style-type: none"> <li>• Effective date and duration of the policy</li> <li>• Contact information for the insurance company</li> </ul>
	Write a comparative analysis report (500-700 words) discussing the strengths and weaknesses of each example and suggesting improvements where necessary.

### 3.9 OPEN-SOURCE E CONTENT

S. No	Topic	E-Content Link	QR Code
1	Banking Correspondence	<a href="https://snsourseware.org/snsr-cas/files/CW_6492b891af616/PDF%20NOTES%20UNIT%20III.pdf">https://snsourseware.org/snsr-cas/files/CW_6492b891af616/PDF%20NOTES%20UNIT%20III.pdf</a>	
2	Insurance Correspondence	<a href="https://www.vedantu.com/commerce/insurance-correspondence">https://www.vedantu.com/commerce/insurance-correspondence</a>	
3	Agency Correspondence	<a href="https://www.popvox.org/casework-basics-manuals/agency-correspondence">https://www.popvox.org/casework-basics-manuals/agency-correspondence</a>	
4	Agency Letter	<a href="https://www.communicationtheory.org/agency-letter/">https://www.communicationtheory.org/agency-letter/</a>	
5	Banking Correspondence and Insurance Letter	<a href="https://www.scribd.com/presentation/202348048/Banking-Correspondence-and-Insurance-Letters">https://www.scribd.com/presentation/202348048/Banking-Correspondence-and-Insurance-Letters</a>	

**3.10 SUGGESTED READINGS / REFERENCES**

1. Business communication - M.S. Ramesh,CC.Palkanshethi, Madhumati,
2. Business communication & Customer Relations - Dr. C. B. Gupta
3. Business communication - Kathiresan& P.R. Radha
4. Essentials of Business communication - Rajendra pal, J.S.Korcahall

## SECTION 4.1 COMPANY SECRETARIAL CORRESPONDENCE

Company secretary correspondence is written communication between the company secretarial department and interested parties, including shareholders, directors, regulators, and other interested parties.

### 4.1.1 COMPANY SECRETARY: INTRODUCTION

A Company Secretary is not just an employee of the Company, he can take a corporate to the highest level with his capabilities and expertise knowledge in the Corporate Laws. He is not just the master of Company Law but also, he knows the Interpretation of Law. So, he can become the master of all the Laws like Labour Laws, Taxation Laws, Banking Laws and other Laws that a Company needs to Comply with.

### 4.1.2 DEFINITION OF COMPANY SECRETARY

As per Section 2(24) of the Companies Act, 2013 A Company Secretary means a Company Secretary as defined under Section 2(1) (c) of the Company Secretaries Act, 1980 Or Who is appointed by the Company to perform the functions of a Company Secretary. It means that The Companies Act, 2013 does not clearly define the word Company Secretary. So, we have to take a look to the Company Secretaries Act, 1980 for the definition of Company Secretary. As per Section 2(1) (c) of Company Secretaries Act, 1980, "Company Secretary" means a person who is a member of the Institute of Company Secretaries of India.

### LET'S SUM UP

A company secretary, often referred to as a corporate secretary, is a key officer in a corporation responsible for ensuring the organization complies with legal and regulatory requirements and maintaining high standards of corporate governance. They play a crucial role in organizing and preparing for board meetings, managing corporate records, and ensuring effective communication between the board of directors and shareholders. The company secretary also oversees compliance with statutory and regulatory obligations, advises the board on governance matters, and

handles the filing of necessary documents with regulatory bodies. Their role is pivotal in ensuring that the company operates smoothly and adheres to all legal and ethical standards.

### CHECK YOUR PROGRESS

1.What is one of the primary responsibilities of a company secretary?

- a) Managing company finances
- b) Overseeing day-to-day operations
- c) Ensuring compliance with legal and regulatory requirements
- d) Marketing and advertising the company

2.Which of the following tasks is typically NOT performed by a company secretary?

- a) Organizing and preparing for board meetings
- b) Advising the board on governance matters
- c) Conducting market research
- d) Filing necessary documents with regulatory bodies

3.A company secretary is crucial for ensuring effective communication between which two groups?

- a) Employees and customers
- b) Board of directors and shareholders
- c) Suppliers and customers
- d) Marketing and sales teams

4.In terms of corporate governance, the company secretary is responsible for:

- a) Conducting employee performance reviews

b) Ensuring high standards of corporate governance

c) Developing new products and services

d) Managing the company's social media accounts

5. Which of the following is a statutory duty of a company secretary?

a) Developing the company's marketing strategy

b) Filing annual returns and other regulatory documents

c) Creating the company's financial statements

d) Leading the company's sales team

## SECTION 4.2 APPOINTMENT OF COMPANY SECRETARY

Section 203 of Companies Act, 2013 read with rule 8 & 8A of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2013 states that the following Companies need to appoint a Whole Time Company Secretary

1. Listed Companies.
2. Public Companies having paid-up share Capital of Rs. 10 Crore or more.
3. Every Private Company having paid-up share capital of Rs. 10 Crore or more.

### DESIGNATION

As per Section 203 of the Companies Act, 2013 the Company Secretary is designated as Key Managerial Personnel of the Company. If you check the information of a listed Company on the Website of Stock Exchange, then the Name of the Company Secretary will also appear in the Management Team.

### 4.2.1 DUTIES OF SECRETARY

The secretary of a company occupies an important position in the administrative work. In olden days, he had to look after the entire correspondence of the organization in which he was employed. The position is considerably changed

now; the secretary has gained the confidence of the management and has come to be recognized as the principal officer of the company: He has the following important functions.

- i) He act as a vital link between the company, Board of Directors, shareholders and the government and other regulating agencies.
- ii) He is fully associated with the formulation of long-range and short term corporate policies and programmes.
- iii) He is involved in the important task of raising funds through public issues, private placement, public deposits etc.,
- iv) He looks after secretarial functions, such as filing various company returns with Register of Companies and other authorities, registration of transfer and transmission of shares, correspondence with shareholders, etc.
- v) He has also to act as a corporate development planner, responsible for identifying opportunities for expansion, diversification, mergers takeovers, etc.,

#### **4.2.2 CLASSIFICATIONS OF SECRETARIAL CORRESPONDENCE**

- i) Correspondence with directors,
- ii) Correspondence with shareholders,
- iii) Correspondence with others.

#### **4.2.3 CORRESPONDENCE WITH DIRECTORS**

Sending notice of Board meetings and the reports of the proceedings of such meetings; sending periodical reports of the proceedings of such meetings, and periodical reports of the working of the company are the routine course of the Secretarial Section. The secretary corresponds with the directors on special occasions, for some information or request for a matter to be taken up for discussion in a Board Meeting, or when the Chairman wishes to communicate with the directors in connection with the Board Meetings Etc.,

Example. 1. A Director asks for the details of the previous Board Meeting which he could not attend. He also requests the Secretary to include in the Agenda for the next meeting his suggestion to hold meetings on certain fixed days of the month.

Ramkumar  
142 Hotel Viventa  
Mejastic Circle  
Bengaluru

10<sup>th</sup> April,2024

The Secretary  
Binny Textiles Ltd.,  
Delhi

Dear Sir

I have been on a business tour of Karnataka for the last 15 days. Hence, I could not attend the Board meeting that was scheduled to be held on 3<sup>rd</sup> April. I shall be thankful to you if you send the details of the proceedings of this meeting at the address given above. I shall be staying in Bengaluru up to 20<sup>th</sup> April and you may send me the Notice of the next Board Meeting at the same address.

With regard to the dates of various Board meetings, I wish to suggest to the chairman to hold the meeting on the certain fixed days of each month. This will eliminate clashes between the director's personal programmes and the Board meetings. The trouble of issuing notices for every Board Meeting will also be saved. Will please include, in consultation with the Chairman, this proposal in the agenda for the next meeting?

Your sincerely

Ramkumar

Example 2. The Secretary's reply to Letter No.1.

Dear Sir

I am enclosing a copy of the minutes of the previous Board meeting held on 3<sup>rd</sup> April,2024. So that you could be well apprised of the proceedings. In, particular, I would like to draw you attention to items No.3 and 4 dealing with the installation of some new machinery.

A proposal to replace one of the five textile plants this year to be followed by similar replacements during the next four years was made by Shri. M. Sriram and seconded by Kumar. They were of the view that it was imperative for us to undertake complete modernization of the plants but in view of the difficult financial conditions of the company they suggested a phased programmed. The chairman's remarks brought about a sort of consensus on the need or modernization. On an amended motion under item No.4, it was resolved to form a committee of Directors, with Sri. M. Sriram as the chairman, to prepare a detailed report on the modernization programme, and to submit the report to the Board within one month's time.

Other matters discussed in the meetings were of routine nature. Stil, if you need any other information, I would to be glad to be of service.

Your proposal to hold the Board meetings on fixed dates of each month merit discussion. So, I am directed by the chairman to include the matter in in the agenda for the next meeting to be held on 20<sup>th</sup> April. A notice of this meeting is enclosed for your information.

Yours faithfully.

Example 3. A Director asks the Secretary to include certain important items in the Agenda for discussion in the ensuing Board meeting.

5<sup>th</sup> January 2024.

Dear Madam

Reg: Agenda for the Board Meeting



I shall be thankful if you will, in consultation with the Chairman, include the following items in the Agenda for the next Board meeting to be held on 20<sup>th</sup> January:

1. Opening of retail branches of the company in important cities;
2. Issues of Bonus shares; and
3. Appointment of Messrs. Sriram Bros. Of Chennai our purchasing agents for species.

I have enclosed a separate sheet giving the details of the scheme to set up the company's retail branches. I hope it will convince the Board of the need of such branches.

Please confirm at the earliest.

Your's truly

Example 4. Reply to letter No.3

Dear Sir,

As desired by you in your letter of January 5, the matter regarding the appointment of Messrs. Sriram Bros. as purchasing agents has been included in the Agenda for the ensuing Board meeting on 20<sup>th</sup> January.

The financial committee, appointed by the Board in its meeting, appointed by the Board in its meeting on 18<sup>th</sup> December, 2024., is shortly expected to submit its report, which contains, inter alia, their suggestion for the issue of Bonus shares.

So fully agrees with you that setting up retail's branches will reduce the cost of distribution and enable us to gain perfect control over the channels of distribution.

Yours cordially.

## II) CORRESPONDENCE WITH SHAREHOLDERS:

Most of the correspondence with the shareholders takes the form of circular letters being sent to them: the notice of a meeting, agenda, reports of general

meetings, Director's report, letters offering shares, making calls on shares, sending dividend warrants, etc., personalized letters will have to be written in reply to certain specific requests for demands from shareholders.

Example.1. A shareholder asks about the progress of the Company in future with a view to increasing his shareholding.

Dear Sir,

A good dividend record in the last five years and a high price in the share market for your company's shares have impressed me very much and I wish to increase my present shareholding in the company. I shall be obliged if you kindly let me know whether the company is contemplating the issue of any Right shares or Bonus shares for the expansion of its activities or whether there is any possibility of increase in the dividend rate this year.

Your advice in the matter will facilitate me greatly.

Your's faithfully

Example.2. Secretary's reply to letter 1

Dear Sir

This is in response to your letter of 12<sup>th</sup> March.

I appreciate your interest in this company and wish I could give you the desired information. However, the confidential nature of my position as the Secretary restrains me from disclosing any information that I Possess in the course of my duty. Moreover, supplying this kind of information would be prejudicial to the interest of other shareholders.

However, I would like to tell you that a study of the latest 'Report and Accounts' of the company and the Report in the Economics Times can assist you in assessing the future prospects of the company. Your share brokers would also gladly advise you in the matter of investment.

Yours cordially.

### III. CORRESPONDENCE WITH OTHERS

This includes correspondence with the Registrar of Companies, auditors, bankers, government officials and others. The secretary is expected to use tact and politeness and has to be brief and to the point in writing such people. Particularly, while corresponding with the Registrar and the Government departments, he must make a proper selection of words so that he does not cause any legal complications for the company.

Example 1 Application to stock exchange for enlistment of Securities.

2<sup>nd</sup> floor, Ram Building  
Trichy Road, Coimbatore.

4<sup>th</sup> June 2024

The secretary  
The Coimbatore Stock Exchange Limited  
Coimbatore

Dear Sir,

The above company was incorporated on 5<sup>th</sup> May for the production and distribution of electrical home appliances. The company has planned to enter the capital market in the month of August.

As per the resolution of the Board of Directors, I am now enclosing an application for permission to quote the Equity and Preference shares of our Company on your Stock Exchange. A cheque is enclosed to cover the necessary fees.

I am also enclosing the following documents for your convenience.

- i) One copy each of the Memorandum and Articles of Association;
- ii) One copy of the prospectus intended to be issued;

iii) A certified copy of the certificate of incorporation.

Kindly arrange for the consent of the Directors of the Stock Exchange at an early date. Any other information, if necessary, shall be given gladly.

Yours faithfully

Encls: Five as mentioned above.

## LET'S SUM UP

The appointment of a company secretary is a critical decision for any corporation, as this role entails significant responsibilities in maintaining the company's legal and regulatory framework. Typically, the board of directors appoints the company secretary, ensuring that the chosen individual possesses the requisite qualifications and experience to fulfill the role effectively. Once appointed, the company secretary's duties encompass a broad range of activities, including organizing and preparing for board meetings, maintaining statutory books and records, ensuring compliance with legal and regulatory requirements, and advising the board on governance matters. Additionally, the company secretary is responsible for facilitating communication between the board and shareholders, filing necessary documents with regulatory bodies, and ensuring that the company adheres to corporate governance standards. This multifaceted role is essential for the smooth and lawful operation of the company, highlighting the importance of selecting a competent and knowledgeable individual for the position.

## CHECK YOUR PROGRESS

1. Who typically appoints the company secretary in a corporation?

- a) The shareholders
- b) The board of directors
- c) The CEO
- d) The human resources department

2.Which of the following qualifications is most important for a company secretary?

- a) Extensive experience in sales
- b) Knowledge of legal and regulatory requirements
- c) Proficiency in multiple languages
- d) Background in marketing and advertising

3.What is one of the key duties of a company secretary after their appointment?

- a) Developing new products
- b) Organizing and preparing for board meetings
- c) Leading the sales team
- d) Managing customer service

4.Which duty is NOT typically associated with the role of a company secretary?

- a) Maintaining statutory books and records
- b) Advising the board on governance matters
- c) Ensuring compliance with legal requirements
- d) Conducting market research

5.After being appointed, the company secretary is responsible for:

- a) Facilitating communication between the board and shareholders
- b) Setting the company's pricing strategy
- c) Leading the development of the company's marketing campaigns
- d) Overseeing the company's IT infrastructure

## SECTION 4.3 AGENDA

Agenda is a document that outlines the contents of a forthcoming meeting. It is usually sent along with the notice of the meeting. An example of the notice along with the agenda is given below.

Sometimes the agenda is prepared after the circulation of the notice in order to enable the members to get included in the agenda any item that they would like to be discussed at the meeting.

Example.1

Ram kumar Sales corporation

Madurai

The next quarterly meeting of the Board of Directors will take place on Monday, 18<sup>th</sup> October 2024 at 5 p.m. in the conference room.

AGENDA

1. Minutes of the last meeting
2. Matters arising from the minutes
3. Financial irregularities in Coimbatore branch
4. Reorganisation of work in Chennai branch.
5. Any other business
6. Date of next meeting.

17<sup>th</sup> September 2024

(R.K.Sharma  
Secretary)

Preparing the agenda is a very useful practice.

- If it is circulated in advance, it helps the members to come prepared for the meeting.
- Since agenda has a set order, it helps the chairperson to conduct the meeting smoothly
- It ensures that only matters relevant to that particular meeting are discussed.
- It ensures that every point is properly taken up for discussion
- It facilitates the preparation of the minutes.

### 4.3.1 MINUTES MEANING

Every company is required to keep a written record of the proceedings of its general meetings and the meetings of its Board of Directors. These records contain the business transacted and the decisions arrived at in a meeting of the shareholders or the directors of the company. These records are known as minutes.

### 4.3.2 DEFINITION

The term minutes can be defined the written record of the business done at meeting. The minutes differ from the report. Reports contain records of what was said while minutes are records of what was done.

Sec 118. Provides that every company shall prepare, sign and keep minutes of proceedings of every general meeting, including the meeting called by the requisitionists and all proceedings of meeting of any class of shareholders or creditors or Board of Directors or committee of the Board and also resolution passed by postal ballot within thirty days of the conclusion of every such meeting concerned.

In case of meeting of Board Directors of committee of Board, the minutes shall contain name of the directors present and also name of dissenting director or a director who has not concurred the resolution. The chairman shall exercise his absolute discretion in respect of inclusion or non-inclusion of the matters, which is regarded as defamatory of any person, irrelevant or detrimental to company's

interest in the minutes. Minutes kept shall be evidence of the proceedings recorded in a meeting.

As per section 118(10) every company shall observe secretarial standards with respect to General and Board Meetings specified by the Institute of Company Secretaries of India constituted u/s 3 of the Company secretaries Act,1980, and approved as such by the Central Government.

Rule 25 contains provisions with regards to minutes of the meetings.

A distinct minute book shall be maintained for each type of meeting namely:

- i) A general meeting of the members.
- ii) Meetings of the creditors
- iii) Meeting of the Board; and
- iv) Meeting of the committees of the board.

## LET'S SUM UP

An agenda is a structured outline of the topics and activities to be discussed and accomplished during a meeting or event. It serves as a roadmap, ensuring that all necessary subjects are covered in an organized manner. Typically, an agenda includes the order of business, specific items to be addressed, time allocations for each topic, and any necessary preparatory materials or background information. By providing a clear framework, an agenda helps participants stay focused, manage their time effectively, and achieve the meeting's objectives efficiently. It also ensures that all relevant issues are discussed and that the meeting proceeds in a logical and coherent sequence.

## CHECK YOUR PROGRESS

**1.What is the primary purpose of an agenda in a meeting?**

- a) To record the minutes of the meeting**
- b) To outline the topics and activities to be discussed**



c) To distribute marketing materials

d) To assign tasks to team members

2.Which of the following is typically included in an agenda?

a) Contact information of all participants

b) A detailed budget report

c) Time allocations for each topic

d) Employee performance reviews

3.How does an agenda help meeting participants?

a) By providing refreshments during the meeting

b) By ensuring the meeting covers all necessary subjects in an organized manner

c) By making travel arrangements for attendees

d) By summarizing the meeting after it concludes

4.Who is usually responsible for preparing the agenda for a meeting?

a) The CEO

b) The meeting facilitator or organizer

c) The marketing team

d) The attendees

5.Which statement is TRUE about a meeting agenda?

a) It should be distributed after the meeting ends

b) It should only include the main topic of the meeting

c) It helps manage time effectively during the meeting

**d) It replaces the need for meeting minutes**

## **SECTION 4.4 MEANING OF REPORT**

Report is a self-explanatory statement of facts relating to a specific subject and serves the purpose of providing information for decision making and follow up actions. It is a systematic presentation of ascertained facts about a specific event / subject. Report is a summary of findings and recommendations about a particular matter / problem. Report is for the guidance of higher authorities including company executives and directors. Report facilitates timely decisions and follow up measures.

### **4.4.1 FEATURES OR CHARACTERISTICS OF REPORT**

- i) **Complete and Compact Document:** Report is a complete and compact written document giving updated information about a specific problem.
- ii) **Systematic Presentation of Facts:** Report is a systematic presentation of facts, figures, conclusions and recommendations. Report writers closely study the problem under investigation and prepare a report after analyzing all relevant information regarding the problem. Report is supported by facts and evidence. There is no scope for imagination in a report which is basically a factual document.
- iii) **Prepared in Writing:** Reports are usually in writing. Writing reports are useful for reference purpose. It serves as complete, compact and self-explanatory document over a long period. Oral reporting is possible in the case of secret and confidential matters.
- iv) **Provides Information and Guidance:** Report is a valuable document which gives information and guidance to the management while framing future policies. It facilitates planning and decision making. Reports are also useful for solving problems faced by a business enterprise.
- v) **Self-explanatory Document:** Report is a comprehensive document and covers all aspects of the subject matter of study. It is a self-explanatory and complete document by itself.
- vi) **Acts as a Tool of Internal Communication:** Report is an effective tool of

communication between top executives and subordinate staff working in an organization. It provides feedback to employees and to executives for decision making. Reports are generally submitted to higher authorities. It is an example of upward communication. Similarly, reports are also sent by company executives to the lower levels of management. This is treated as downward communication. In addition, reports are also sent to shareholders and others connected with the company. It may be pointed out that report writing / preparation acts as a backbone of any system of communication.

vii) Acts as Permanent Record: A report serves as a permanent record relating to certain business matter. It is useful for future reference and guidance.

viii) Time Consuming and Costly Activity: Report writing is a time consuming, lengthy and costly activity as it involves collection of facts, drawing conclusion and making recommendations.

#### 4.4.2 CHARACTERISTICS OF A GOOD REPORT

##### 1. Simplicity:

The language shall be as simple as possible so that a report is easily understandable. Jargons and technical words should be avoided. Even in a technical report there shall be restricted use of technical terms if it has to be presented to laymen.

##### 2. Clarity:

The language shall be lucid and straight, clearly expressing what is intended to be expressed. For that the report has to be written in correct form and following correct steps.

##### 3. Brevity:

A report shall not be unnecessarily long so that the patience of the reader is not lost and there is no confusion of ideas. But, at the same time, a report must be complete. A report is not an essay.



#### 4. Positivity:

As far as possible positive statements should be made instead of negative ones. For example, it is better to say what should be done and not what should not be done.

#### 5. Punctuation:

Punctuations have to be carefully and correctly used otherwise the meaning of sentences may be misunderstood or misrepresented.

#### 6. Approach:

There are two types of approaches:

(a) Person—When a report is written based on personal enquiry or observations, the approach shall be personal and the sentences shall be in the first person and in direct speech,

(b) Impersonal—When a report is prepared as a source of information and when it is merely factual (e.g. a report on a meeting), the approach shall be impersonal and the sentences shall be in the third person and in indirect speech.

#### 7. Readability:

The keynote of a report is readability. The style of presentation and the diction (use of words) shall be such that the readers find it attractive and he is compelled to read the report from the beginning to the end.' Then only a report serves its purpose. A report on the same subject matter can be written differently for different classes of readers.

#### 8. Accuracy:

A report shall be accurate when facts are stated in it. It shall not be biased with personal feelings of the writer.

#### 9. Logical Sequence:

The points in a report shall be arranged with a logical sequence, step by step and not in a haphazard manner. A planning is necessary before a report is prepared.

#### 10. Proper Form:

A report must be in the proper form. Sometimes there are statutory forms to follow.

#### 11. Presentation:

A report needs an attractive presentation. It depends on the quality of typing or printing as well as quality of paper used. Big companies make very attractive and colorful Annual Reports.

### 4.4.3 CLASSIFICATION OF REPORTS

#### 1. Formal or Informal Reports:

Formal reports are carefully structured; they stress objectivity and organization, contain much detail, and are written in a style that tends to eliminate such elements as personal pronouns. Informal reports are usually short messages with natural, casual use of language. The internal memorandum can generally be described as an informal report.

#### 2. Short or Long Reports:

This is a confusing classification. A one-page memorandum is obviously short, and a twenty-page report is clearly long. But where is the dividing line? Bear in mind that as a report becomes longer (or what you determine as long), it takes on more characteristics of formal reports.

#### 3. Informational or Analytical Reports:

Informational reports (annual reports, monthly financial reports, and reports on personnel absenteeism) carry objective information from one area of an organization

to another. Analytical reports (scientific research, feasibility reports, and real-estate appraisals) present attempts to solve problems.

#### 4. Proposal Report:

The proposal is a variation of problem-solving reports. A proposal is a document prepared to describe how one organization can meet the needs of another. Most governmental agencies advertise their needs by issuing “requests for proposal” or RFPs. The RFP specifies a need and potential suppliers prepare proposal reports telling how they can meet that need.

#### 5. Vertical or Lateral Reports:

This classification refers to the direction a report travels. Reports that move upward or downward the hierarchy are referred to as vertical reports; such reports contribute to management control. Lateral reports, on the other hand, assist in coordination in the organization. A report traveling between units of the same organization level (production and finance departments) is lateral.

#### 6. Internal or External Reports:

Internal reports travel within the organization. External reports, such as annual reports of companies, are prepared for distribution outside the organization.

#### 7. Periodic Reports:

Periodic reports are issued on regularly scheduled dates. They are generally upward directed and serve management control. Preprinted forms and computer-generated data contribute to uniformity of periodic reports.

#### 8. Functional Reports:

This classification includes accounting reports, marketing reports, financial reports, and a variety of other reports that take their designation from the ultimate use of the report. Almost all reports could be included in most of these categories. And a single report could be included in several classifications.

Although authorities have not agreed on a universal report classification, these report categories are in common use and provide a nomenclature for the study (and use) of reports. Reports are also classified on the basis of their format. As you read the classification structure described below, bear in mind that it overlaps with the classification pattern described above.

i. Preprinted Form:

Basically for “fill in the blank” reports. Most are relatively short (five or fewer pages) and deal with routine information, mainly numerical information. Use this format when it is requested by the person authorizing the report.

ii. Letter:

Common for reports of five or fewer pages that are directed to outsiders. These reports include all the normal parts of a letter, but they may also have headings, footnotes, tables, and figures. Personal pronouns are used in this type of report.

iii. Memo:

Common for short (fewer than ten pages) informal reports distributed within an organization. The memo format of “Date,” “To,” “From,” and “Subject” is used. Like longer reports, they often have internal headings and sometimes have visual aids. Memos exceeding ten pages are sometimes referred to as memo reports to distinguish them from shorter ones.

iv. Manuscript:

Common for reports that run from a few pages to several hundred pages and require a formal approach. As their length increases, reports in manuscript format require more elements before and after the text of the report. Now that we have surveyed the different types of reports and become familiar with the nomenclature, let us move on to the actual process of writing the report.

#### 4.4.4 REPORT WRITING FORMAT



Following are the parts of a report format that is most common.

a) Executive Summary:

You summarize the main points of the report, such as the report topic, the data obtained, the data analysis methods, and recommendations based on the data. The summary could be as short as a paragraph or as long as five pages, depending on the length of the full report.

Usually, the recipient of the report doesn't always have the time to read through the entire report. This summary gives the reader a gist of the important points. Remember that although attached as the first page, this summary is always putting a perspective for the entire report, meaning that effort-wise, the writer always needs to include it at the end.

Most importantly, the summary should contain:

- The purpose of the report.
- What you did (analysis) and what you found (results).
- Your recommendations; these recommendations should be short and not go beyond a page.

b) Table of Contents:

The report should begin with a table of contents. This explains the audience, author, and basic purpose of the attached report. It should be short and to the point.

c) Introduction:

This section is the beginning of your report. It highlights the major topics that are covered and provides background information on why the data in the report was collected. It also contains a top view of what's covered in the report.

d) Body:

The body of the report describes the problem, the data that was collected, sometimes in the form of table or charts, and discusses with reasons. The body is

usually broken into subsections, with subheadings that highlight the further breakdown of a point. Report writing format is very specific that way about clear and crisp headings and subheadings.

This just structures out readers clarity in understanding and further enhances the logical flow that can get hard to follow. Since a report has no personal bias or opinions, you can imagine that reading through a report can be a bit boring and people may find it hard to follow through. In such a case, it's always best to create pointers and lay out the points in short and simple methods.

Note: Tables and figures must all be labeled

e) Conclusion:

At the end of our main body lies the tying of ends together in the much-awaited conclusion. The conclusion explains how the data described in the body of the document may be interpreted or what conclusions may be drawn. The conclusion often suggests how to use the data to improve some aspect of the business or recommends additional research.

This solution then may be implemented to solve a given problem the report was made for in the first place. Big consultancies or service providers prepare reports in the form of Microsoft Powerpoint or the Keynote in Mac to present to the stakeholders. At the end of which lies the conclusive suggestion section.

f) Reference:

If you used other sources of information to help, write your report, such as a government database, you would include that in the references. The references section lists the resources used to research or collect the data for the report. References provide proof for your points. Also, this provides a solid reasoning for the readers so that they can review the original data sources themselves. Also, credit must be given where credit is due.

g) Appendix:

Lastly, comes the appendix. Although this one is not necessary, more like an optional element. This may include additional technical information that is not necessary to the

explanation provided in the body and conclusion but further supports the findings, such as tables or charts or pictures, or additional research not cited in the body but relevant to the discussion. Note: Tables and figures must all be labeled.

## 4.5 UNIT SUMMARY

Company secretary correspondence is written communication between the company secretarial department and interested parties, including shareholders, directors, regulators, and other interested parties. In this unit we have studied about the company secretarial correspondence and report writing in a brief manner.

## 4.6 GLOSSARY

Annual General Meeting (AGM)	A mandatory yearly gathering of a company's interested shareholders, where directors present an annual report and shareholders vote on key issues.
Statutory Books	Official records that a company is required by law to maintain, including registers of members, directors, and secretaries, as well as records of charges and debentures.
Minutes	The official written record of the proceedings and decisions made during a meeting.

## 4.7 SELF-ASSESSMENT QUESTIONS

Short Answers: (5 Marks) K2/K3 Level

S.No	Questions	Level
1	Define Company secretary.	K2
2	List out the duties of company secretary.	K3
3	What is mean by agenda?	K3
4	Write about minutes of a meeting	K2
5	Explain about report writing.	K2

Essay Type Questions (8 marks) K3/K4 Level Questions

S.No	Questions	Level
1	Mention at least four important characteristics of a good report.	K3
2	Outline the steps to be taken while preparing a report.	K4
3	As the secretary of a limited company, give one of your Directors a short account of the proceedings of a meeting from which he was absent.	K4
4	Write a note on (i) formal and (ii) informal reports.	K3
5	What is agenda?	K4

## 4.8 – COMPANY SECRETARIAL CORRESPONDENCE ASSIGNMENTS – QUADRANT 3

<b>Activities</b>	<input type="checkbox"/> <b>Notice of Annual General Meeting (AGM)</b> <ul style="list-style-type: none"> <li>• <b>Content:</b> Date, time, venue of the AGM, agenda, proxy form, and instructions for shareholders.</li> <li>• <b>Purpose:</b> Inform shareholders about the AGM details and provide necessary documentation for participation.</li> </ul>
	<input type="checkbox"/> <b>Board Meeting Agenda</b> <ul style="list-style-type: none"> <li>• <b>Content:</b> List of topics to be discussed, time allocations, any preparatory materials required.</li> <li>• <b>Purpose:</b> Ensure that board members are informed about the meeting's structure and prepared for discussions.</li> </ul>
	<input type="checkbox"/> <b>Minutes of Board Meeting</b> <ul style="list-style-type: none"> <li>• <b>Content:</b> Summary of discussions, decisions made, action items, attendees.</li> <li>• <b>Purpose:</b> Provide an official record of the proceedings and decisions of the board meeting.</li> </ul>

## 4.9 Open-Source E-Content Links

S.No	Topic	E-Content Link	QR Code
1	Company Secretary	<a href="https://www.pw.live/exams/company-secretary/company-secretary-appointment/#">https://www.pw.live/exams/company-secretary/company-secretary-appointment/#</a>	
2	Board of Directors	<a href="https://taxguru.in/company-law/meeting-board-directors.html">https://taxguru.in/company-law/meeting-board-directors.html</a>	
3	Meeting Agenda	<a href="https://www.csusm.edu/slic/documents/meeting_agenda.pdf">https://www.csusm.edu/slic/documents/meeting_agenda.pdf</a>	

## 4.10 SUGGESTED READINGS / REFERENCES

1. Business communication - M.S. Ramesh,CC.Palkanshethi, Madhumati,
2. Business communication & Customer Relations - Dr. C. B. Gupta
3. Business communication - Kathiresan& P.R. Radha
4. Essentials of Business communication - Rajendra pal,J.S.Korcahalli

<b>INTERVIEW PREPARATION</b>			
Application Letters–Preparation of Resume–Interview: Meaning –Objectives and Techniques of Various Types of Interviews– Creating & maintaining Digital Profile.			
<b>Section 5.1</b>	<b>INTRODUCTION</b>		
5.1.1	Types of Application Letters		
5.1.2	Writing Application Letters and Resumes: General Guidelines		
	Summary		
	Check Your Progress -Quiz – Qr Code		
<b>Section 5.2</b>	<b>RESUME/BIO DATA/ CURRICULUM VITAE</b>		
5.2.1	Interview		
5.2.2	Definition		
5.2.3	Objectives of Interview		
5.2.4	Types of Interviews		
	Summary		
	Check Your Progress -Quiz – Qr Code		
<b>Section 5.3</b>	<b>STAGES OF THE JOB INTERVIEW PROCESS</b>		
5.3.1	How to Write A Job Application Letter		
5.3.2	Techniques of Various Types of Interviews		
5.3.3			
	Summary		
	Check Your Progress -Quiz – Qr Code		
<b>Section 5.4</b>	<b>CREATING AND MAINTAINING DIGITAL PROFILE</b>		
	Summary		
	Check Your Progress -Quiz – Qr Code		
<b>Section 5.5</b>	<b>UNIT SUMMARY</b>		
5.6	Glossary		
5.7	Self-Assessment Questions		
5.8	Activities and Assignments		
5.9	Open-source E content		
5.10	Suggested Readings / References		

## INTERVIEW PREPARATION

### SECTION 5.1 INTRODUCTION

Job application letters are written when someone needs job. A job application letter is a kind of sales letter, which, instead of promoting a product, seeks to sell the applicant's services. So it is important to describe effectively and persuasively the services you can render. For this, you need to evaluate yourself and make an inventory of your employable qualifications.

You need to evaluate yourself in five areas:

- i) Skills
- ii) Activities and achievements,
- iii) Interests, preference and attitudes,
- iv) Personal characteristics, and
- v) Personal values.

#### 5.1.1 TYPES OF APPLICATION LETTERS

There are two types of application letters. Solicited application letters are written in response to an advertisement. Unsolicited application letters are written at the writer's initiative. In both cases, a resume of the writer's education, extra-curricular activities and experience must be given. Such a resume may form part of the letter itself or it may be written on an enclosed separate sheet. These days it is preferred to enclose the resume on a separate sheet and send the application letter as a sort of covering letter.

#### 5.1.2 WRITING APPLICATION LETTERS AND RESUMES: GENERAL GUIDELINES

- i. Clear and concisely presented information



- ii. Specific and pertinent information relevant to the job, 'you' attitude
- iii. Natural style, no borrowed material
- iv. Frank, direct and businesslike presentation of facts, no exaggerations, no lies,
- v. No slangs and uncommon expressions
- vi. No grammatical, spelling and punctuation errors,
- vii. Customized letter.

## SUMMARY

An application letter, also known as a cover letter, is a formal document submitted with a job application to provide additional information about the applicant's qualifications and experience. It serves as a personalized introduction, allowing the applicant to highlight relevant skills, achievements, and experiences that make them a suitable candidate for the position. The letter typically includes the applicant's contact information, the employer's details, a salutation, an engaging opening, a concise body that aligns the applicant's qualifications with the job requirements, and a closing statement that expresses enthusiasm for the opportunity and requests an interview. Effective application letters are tailored to the specific job and company, demonstrating the applicant's genuine interest and fit for the role.

## CHECK YOUR PROGRESS

1. What is the primary purpose of an application letter?
  - A) To list all the jobs you have had in the past
  - B) To introduce yourself and highlight your qualifications for a specific job
  - C) To provide personal information unrelated to the job
  - D) To submit your salary expectations
2. Which of the following should NOT be included in an application letter?

- A) Contact information
- B) A detailed description of your personal life
- C) A tailored explanation of your qualifications
- D) A closing statement requesting an interview

3. What is the best way to address the recipient in an application letter?

- A) To Whom It May Concern
- B) Dear Hiring Manager
- C) Hey there
- D) Dear Sir/Madam

4. Which section of an application letter contains the reason for writing and briefly mentions the job being applied for?

- A) Salutation
- B) Introduction
- C) Body
- D) Conclusion

## SECTION 5.2 RESUME/BIO DATA/ CURRICULUM VITAE

Resume also known as bio-data and curriculum vitae is a necessary annexure to any job application. It contains your personal details, objectives and achievements in a simple format. The resume gives information usually under the following heads:

1. Personal data
2. Contents of information
3. Statement of professional objectives,

4. Work experience
5. Academic and professional experience
6. Extra- curricular activities and
7. References.

**Sample 1. Application Letter:**

[Your Name]

[Your Address]

[City, State, Zip Code]

[Your Email Address]

[Your Phone Number]

[Date]

[Employer's Name]

[Company Name]

[Company Address]

[City, State, Zip Code]

Dear [Employer's Name],

I am writing to express my interest in the [Position Title] position advertised on [Where you found the job posting]. With a [mention relevant years] years of experience in [mention relevant field or industry], I am confident in my ability to contribute effectively to your team and support the objectives of [Company Name].

Throughout my career, I have developed a strong background in [mention key skills or qualifications relevant to the job]. My experience in [specific responsibilities or achievements related to the job] has equipped me with the skills necessary to excel in this role. I am particularly drawn to this opportunity at [Company Name] because of [specific aspect of the company or role that interests you].

I am impressed by [Company Name]'s commitment to [mention a specific value or initiative of the company]. I am eager to leverage my [mention relevant skills or experiences] to contribute to [specific project or goal mentioned in the job posting].

I have attached my resume for your review, which provides further detail about my qualifications and experiences. I would welcome the opportunity to discuss how my background, skills, and enthusiasm align with the needs of your team.

Thank you for considering my application. I look forward to the possibility of discussing this exciting opportunity with you.

Sincerely,

[Your Name]

Example 2. Resume:

[Your Name]

[Your Address]

[City, State, Zip Code]

[Your Email Address]

[Your Phone Number]

Objective:

[Short statement summarizing your career goals and how they align with the position you're applying for]

Education:[Degree], [Major], [Institution Name], [Graduation Year]

Relevant coursework: [List any relevant courses or projects]

Honors/Awards: [List any academic honors or awards]

Experience:

[Job Title], [Company Name], [Location], [Dates of Employment]

Describe your responsibilities, accomplishments, and contributions in bullet points.

[Job Title], [Company Name], [Location], [Dates of Employment]

Describe your responsibilities, accomplishments, and contributions in bullet points.

Skills:

[List relevant skills such as technical skills, language proficiency, software proficiency, etc.]

Certifications:

[List any relevant certifications or licenses]

References:

Available upon request.

### 5.2.1 INTERVIEW

Interview is the widely used (election method. It is a face-to-face interaction between interviewee and interviewer. If handled carefully, it can be a powerful technique in having accurate information of the interviewee otherwise unavailable. At the same time, if the interview is not handled carefully, it can be a source of bias, restricting or distorting the flow of communication.

### 5.2.2 DEFINITION

Different scholars have defined 'interview' differently. According to Scott and others, "an interview is a purposeful exchange of ideas, the answering of questions and communication between two or more persons". Bingham and others define an interview as a 'conversation with a purpose"

### 5.2.3 OBJECTIVES OF INTERVIEW

In the selection process, interview serves the following objectives:

1. Verifies the information obtained through application form and tests.
2. Helps obtain additional information from the applicant otherwise not available.

3. Gives the candidate necessary facts and information about the job and the organisation.

4. Helps establish mutual understanding between the company and the candidate and build the company's image.

### 5.2.4 TYPES OF INTERVIEWS

Four types of interviews for selection have been identified.

These are:

#### 1. Preliminary Interview:

The interviews conducted to screen the applicants to decide whether further detailed interview will be required are called preliminary interviews. The candidate is given freedom by giving job details during the interview to decide whether the job will suit him.

One of the drawbacks associated with the preliminary interview is that it might lead to the elimination of many desirable candidates in case interviewers do not have much and proper experience in evaluating candidates. The positive argument, if any, for this method is that it saves time and money for the company.

#### 2. Patterned Interview:

In this interview, the pattern of the interview is decided in advance. What kind of information is to be sought or given, how the interview is to be conducted, and how much time is to be allotted to it, all these are worked out in advance. In case interviewee drifts, he/she is swiftly guided back to the structured questions. Such interviews are also called standardised interviews.

#### 3. Depth Interview:

As the term itself implies, depth interview tries to portray the interviewee in depth and detail. It, accordingly, covers the life history of the applicant along with his/her work experience, academic qualifications, health, attitude, interest, and

hobbies. This method is particularly suitable for executive selection. Expectedly, depth interview involves more time and money in conducting it.

#### 4. Stress Interview:

Such interviews are conducted for the jobs which are to be performed under stressful conditions. The objective of stress interview is to make deliberate attempts to create stressful or strained conditions for the interviewee to observe how the applicant behaves under stressful conditions. The common methods used to induce stress include frequent interruptions, keeping silent for an extended period of time, asking too many questions at a time, making derogatory remarks about the candidate, accusing him that he is lying and so on. The purpose is to observe how the candidate behaves under the stressful conditions – whether he loses his temper, gets confused or frightened.

However, stress-inducing must be done very carefully by trained and skilled interviewer otherwise it may result in dangers. Emotionally charged candidates must not be subjected to further stressful conditions. The candidate should be given sufficient chance to cope with such induced stress before he leaves.

### LET'S SUM UP

A resume and bio data, though often used interchangeably, serve distinct purposes and contain different types of information. A resume is a concise document, typically one or two pages long, that highlights an individual's professional qualifications, work experience, skills, and achievements, tailored for specific job applications. It focuses on showcasing relevant expertise and accomplishments to attract potential employers. In contrast, bio data (short for biographical data) is more comprehensive and formal, providing personal details such as date of birth, gender, marital status, and other demographic information, often used in contexts like matrimonial matches, academic applications, or government job submissions. While a resume emphasizes professional qualifications and experiences, bio data includes a broader spectrum of personal information.

**CHECK YOUR PROGRESS**

1.Which of the following is primarily focused on an individual's professional qualifications and work experience?

- a) Bio data
- b) Resume
- c) Cover letter
- d) Curriculum Vitae

2.Which document typically includes personal details such as date of birth, gender, and marital status?

- a) Resume
- b) Bio data
- c) Reference letter
- d) Cover letter

3.For which of the following purposes is a resume most commonly used?

- a) Applying for a job
- b) Academic applications
- c) Matrimonial purposes
- d) Government records

4.Which document is generally more comprehensive and formal, often used in government job submissions or academic applications?

- a) Resume
- b) Bio data



c) LinkedIn profile

d) Personal statement

5. When tailoring a document for a specific job application, which is more appropriate to use?

a) Bio data

b) Resume

c) Birth certificate

d) Passport

## SECTION 5.3 STAGES OF THE JOB INTERVIEW PROCESS

### Before the Interview

- Give candidate's time - Once you have reviewed CVs and made your selection, give your chosen candidates a couple of days' notice so they can make the necessary arrangements to get to the interview.

- Explain the interview structure - If there are going to be expected to take tests or bring in examples of their work, don't forget to tell them so they can come fully prepared.

- Explain the process - Even before they meet you, let them know about how long it will take to make the hiring decision and how many stages to the interview there are.

### During the Interview

- Put candidates at ease - Interviewing can be stressful, so do your best to help candidates relax. Make sure each candidate is greeted and escorted, if necessary, to the interview location. Start with low-key questions.

- Don't judge on first impressions - We've all met them, people who don't make a great first impression but end up being great employees. To make sure you don't

overlook these diamonds in the rough, withhold judgment until you've had the chance to thoroughly evaluate a candidate's capabilities and potential.

- Tell the candidate a little about the job - While you don't want to dominate the interview time, you should start with a brief summary of the position, including the prime responsibilities, reporting structure, key challenges, and performance criteria. This will help the candidate provide relevant examples and responses.

- Don't be afraid to improvise - Plan your questions, but don't feel you must ask only those you've chosen in advance. Be responsive to what the candidate tells you, and build new questions off their answers.

- Listen - If you are doing most of the talking during an interview, you will not be able to obtain enough information to distinguish between candidates or to determine a candidate's true competencies. A general guideline is to spend 80% of your time listening and only 20% talking.

- Take notes - While you won't want to transcribe everything the candidate says, do write down important points, key accomplishments, good examples, and other information that will help you remember and fairly evaluate each candidate. An interview guide, prepared in advance, will make note-taking easier and give you a structure for capturing key information.

- Invite candidates to ask questions - This can be the most valuable part of the interview. Why do they want to be here? Is it the challenge of the job, advances in the industry, or something specific about your company? Or is the candidate fixated on salary, benefits, and time off? If the candidate has no questions this should be a red flag, especially for senior-level employees. Make a note of what the candidate asks, and be sure to follow up if you can't provide the answer immediately.

- Follow legal interviewing guidelines - It is critically important that every interviewer at your company understands and follow legal hiring guidelines. The easiest way to keep your interviews fully compliant is to ask only questions that relate to the job, eliminating the potential for bias by not introducing questions or scenarios that will elicit irrelevant information.

After the Interview:

- Let candidates know - A pet peeve of many job seekers is that they are left hanging after an interview, or they are promised follow-up that never comes. If the candidate is a good fit, be clear about what the next steps will be. And if the candidate is not a good fit, make the call as soon as possible out of courtesy.
- Compare notes and reach consensus - The post-interview evaluation is the time to compare notes and advance the hiring decision. Each interviewer should be prepared to back up remarks and recommendations with specific examples and notes from the interview.
- Deepen the questions as you narrow the field - Subsequent interviews with finalists are valuable opportunities to learn more about them. Consider recreating a real business challenge the individual would be facing.

The job market is always competitive when looking for good people. Companies need to realise that they're selling themselves as much as candidates are. It's important to treat people well during the interview process.

### 5.3.1 HOW TO WRITE A JOB APPLICATION LETTER

Tips for Writing a Job Application Letter

A job application letter, also known as a cover letter, should be sent or uploaded with your resume when applying for jobs. While your resume offers a history of your work experience and an outline of your skills and accomplishments, the job application letter you send to an employer explains why you are qualified for the position and should be selected for an interview.

Writing this letter can seem like a challenging task. However, if you take it one step at a time, you'll soon be an expert at writing application letters to send with your resume.

How to Get Started

Before you begin writing your job application letter, do some groundwork. Consider what information you want to include (keeping in mind that space is limited). Remember, this letter is making a case for your candidacy for the position. But you can do better than just regurgitating your resume — instead, highlight your most relevant skills, experiences, and abilities.

To include the most convincing, relevant details in your letter, you'll need to know what the employer wants. The biggest clues are within the job advertisement, so spend some time decoding the job ad. Next, match your qualifications with the employer's wants and needs. Make a list of your relevant experience and skills. For instance, if the job ad calls for a strong leader, think of examples of when you've successfully led a team. Once you've jotted down some notes, and have a sense of what you want to highlight in your letter, you're ready to get started writing.

#### Writing Guidelines for Job Application Letters

Writing a job application letter is very different from a quick email to a friend or a thank-you note to a relative. Hiring managers and potential interviewers have certain expectations when it comes to the letter's presentation and appearance, from length (no more than a page) to font size and style to letter spacing:

**Length:** A letter of application should be no more than one page long.

**Format and Page Margins:** A letter of application should be single-spaced with a space between each paragraph. Use about 1" margins and align your text to the left, which is the standard alignment for most documents.

**Font:** Use a traditional font such as Times New Roman, Arial, or Calibri. The font size should be between 10 and 12 points.

#### What to Include in Each Section of the Letter

There are also set rules for the sections included in the letter, from salutation to sign-off, and how the letter is organized. Here's a quick lowdown on the main sections included in a job application letter:

Heading: A letter of application should begin with both your and the employer's contact information (name, address, phone number, email) followed by the date. If this is an email rather than an actual letter, include your contact information at the end of the letter, after your signature.

- Header Examples

Salutation: This is your polite greeting. The most common salutation is "Dear Mr./Ms." followed by the person's last name. Find out more about appropriate cover letter salutations, including what to do if you don't know the person's name, or are unsure of a contact's gender.

Body of the letter: Think of this section as being three distinct parts.

In the first paragraph, you'll want to mention the job you are applying for and where you saw the job listing.

The next paragraph(s) are the most important part of your letter. Remember how you gathered all that information about what employers were seeking, and how you could meet their needs? This is where you'll share those relevant details on your experience and accomplishments.

The third and last part of the body of the letter will be your thank you to the employer; you can also offer follow-up information.

Complimentary Close: Sign off your email with a polite close, such as "Best" or "Sincerely," followed by your name.

- Closing Examples

Signature: End with your signature, handwritten, followed by your typed name. If this is an email, simply include your typed name, followed by your contact information.

#### TIPS FOR WRITING AN EFFECTIVE LETTER:

- Always write one. Unless a job posting specifically says not to send a letter of application or cover letter, you should always send one. Even if the company does

not request a letter of application, it never hurts to include one. If they do ask you to send a letter, make sure to follow the directions exactly (for example, they might ask you to send the letter as an email attachment, or type it directly into their online application system).

- Use business letter format. Use a formal business letter format when writing your letter. Include your contact information at the top, the date, and the employer's contact information. Be sure to provide a salutation at the beginning, and your signature at the end.

- Sell yourself. Throughout the letter, focus on how you would benefit the company. Provide specific examples of times when you demonstrated skills or abilities that would be useful for the job, especially those listed in the job posting or description. If possible, include examples of times when you added value to a company. Numerical values offer concrete evidence of your skills and accomplishments.

- Use keywords. Reread the job listing, circling any keywords (such as skills or abilities that are emphasized in the listing). Try to include some of those words in your cover letter. This will help the employer see that you are a strong fit for the job.

- Keep it brief. Keep your letter under a page long, with no more than about four paragraphs. An employer is more likely to read a concise letter.

- Edit, edit, edit. Employers are likely to overlook an application with a lot of errors. Therefore, read through your cover letter, and if possibly ask a friend or career counselor to review the letter. Proofread for any grammar or spelling errors.

### 5.3.2 TECHNIQUES OF VARIOUS TYPES OF INTERVIEWS

#### 1. Traditional Face-to-Face Interview:

Active Listening: Pay close attention to the interviewer's questions and respond thoughtfully.

Body Language: Maintain good posture, make eye contact, and use appropriate gestures to convey confidence and engagement.

Clarity and Conciseness: Be clear and concise in your responses, avoiding rambling or tangents.

## 2. Phone Interview:

Preparation: Have your resume, job description, and any notes or questions handy.

Enunciation: Speak clearly and enunciate your words to ensure the interviewer can understand you clearly.

Engagement: Despite the lack of visual cues, convey enthusiasm and interest through your tone of voice.

## 3. Video Interview:

Technical Setup: Ensure a quiet environment, good lighting, and a stable internet connection.

Eye Contact: Maintain eye contact by looking directly at the camera, not the screen.

Background: Choose a professional background or use a virtual background if available.

## 4. Panel Interview:

Address Everyone: Make eye contact and direct your responses to all panel members, not just the person who asked the question.

Acknowledge Differences: Be aware of different interviewers' perspectives and adapt your responses accordingly.

Manage Interruptions: If interrupted, remain composed and address each questioner respectfully.

## 5. Behavioral Interview:

STAR Method: Structure your responses by describing the Situation, Task, Action, and Result of the scenario in question.

Use Examples: Draw from past experiences to provide concrete examples of your skills and abilities.

Focus on Outcomes: Emphasize positive outcomes and what you learned from challenging situations.

#### 6. Technical Interview:

Practice: Review technical concepts and practice solving problems similar to those likely to be asked.

Show Your Work: Explain your thought process and reasoning as you work through technical problems.

Stay Calm: Even if you're unsure, remain composed and approach the problem methodically.

#### 7. Group Interview:

Collaboration: Demonstrate your ability to work well with others by listening, contributing, and respecting differing opinions.

Leadership: Take initiative when appropriate, but also be mindful of allowing others to contribute.

Balance: Strike a balance between showcasing your own skills and supporting the group dynamic.

#### 8. Stress Interview:

Stay Calm: Maintain composure and professionalism, even in challenging or uncomfortable situations.

Clarify: If unsure about a question or scenario, ask for clarification before responding.



Focus on Solutions: Instead of dwelling on the stress, focus on problem-solving and demonstrating resilience.

#### 9. Structured Interview:

Follow Guidelines: Stick to the format provided by the interviewer, and ensure your responses address the specific criteria being assessed.

Provide Examples: Support your answers with relevant examples or evidence whenever possible.

Stay on Track: Avoid going off on tangents and keep your responses focused on the question at hand.

#### 10. Unstructured Interview:

Engage Naturally: Approach the conversation as you would a casual discussion, but remain professional and focused on the topic.

Listen Actively: Pay attention to cues from the interviewer to guide the direction of the conversation.

Show Personality: Use this format to showcase your personality, values, and unique qualities.

#### 11. Competency-Based Interview:

Review Job Requirements: Familiarize yourself with the key competencies required for the role and prepare examples that demonstrate your proficiency in each area.

Tailor Responses: Customize your responses to address the specific competencies being assessed.

Quantify Results: Whenever possible, quantify the impact of your actions to provide concrete evidence of your abilities.

#### 12. Case Interview:

**Framework Development:** Establish a structured approach to solving the case, such as identifying key issues, analyzing data, and developing recommendations.

**Ask Clarifying Questions:** Seek clarification on any ambiguous or unclear aspects of the case before proceeding.

**Think Aloud:** Explain your thought process as you work through the case, allowing the interviewer to understand your analytical approach.

## LET'S SUM UP

An interview is a formal meeting between an employer and a candidate to assess the latter's suitability for a specific job role. The interview process typically begins with the employer reviewing applications and selecting candidates for initial screening, which might involve a phone or video interview. This is followed by one or more in-person or virtual interviews, where the candidate is asked a series of questions to evaluate their skills, experience, and cultural fit with the organization. Interviews may include various formats such as behavioral, technical, or case-based questions, and can also involve assessments or presentations. The process often concludes with reference checks and a final decision, where the successful candidate receives a job offer. Throughout the interview process, both parties have the opportunity to gauge mutual compatibility and address any questions or concerns.

## CHECK YOUR PROGRESS

1. What is the primary purpose of an interview?

- a) To socialize with candidates
- b) To assess a candidate's suitability for a job role
- c) To provide feedback on resumes
- d) To conduct training sessions

2. Which of the following is often the first step in the interview process?

- a) In-person interview
- b) Job offer
- c) Phone or video interview
- d) Reference check

3. What type of interview question is designed to assess how a candidate has handled situations in the past?

- a) Technical question
- b) Behavioral question
- c) Hypothetical question
- d) Case-based question

4. Which component of the interview process allows employers to verify a candidate's previous employment and qualifications?

- a) Initial screening
- b) Reference check
- c) Final interview
- d) Job offers

5. What aspect of the interview process gives candidates the chance to learn more about the company and the role?

- a) Technical assessment
- b) Initial resume submission
- c) Question-and-answer session during the interview
- d) Reference check

## SECTION 5.4 CREATING AND MAINTAINING DIGITAL PROFILE

Creating and maintaining a digital profile is crucial in today's interconnected world, where online presence often serves as the first impression for potential employers, clients, or collaborators. Here's a comprehensive note on the subject:

Creating and Maintaining a Digital Profile:

### 1. Establish Your Brand:

Define your personal or professional brand identity, including your values, skills, expertise, and unique qualities.

Use consistent branding elements such as profile pictures, bios, and color schemes across different platforms to create a cohesive image.

### 2. Choose the Right Platforms:

Identify the social media platforms and professional networking sites that align with your goals and target audience.

Focus on platforms where your target audience is most active and where your industry or field is well-represented.

### 3. Optimize Your Profiles:

Craft compelling and informative profiles that highlight your key strengths, achievements, and experiences.

Use keywords relevant to your industry or field to improve discoverability in search results.

### 4. Curate Your Content:

Share content that reflects your expertise, interests, and values.

Balance promotional content with valuable insights, industry news, and personal anecdotes to engage your audience authentically.

#### 5. Engage with Your Audience:

Actively participate in conversations, respond to comments and messages, and engage with others' content.

Build genuine connections by networking with peers, colleagues, influencers, and potential collaborators.

#### 6. Showcase Your Work:

Share examples of your work, projects, and accomplishments to demonstrate your skills and capabilities.

Use multimedia formats such as images, videos, and presentations to enhance the visual appeal of your profile.

#### 7. Monitor Your Online Reputation:

Regularly monitor your digital footprint to ensure accuracy and professionalism.

Address any negative feedback or misinformation promptly and professionally.

#### 8. Protect Your Privacy:

Review and adjust privacy settings on social media platforms to control who can view your content and information.

Be cautious about sharing sensitive or personal information online and consider the potential implications for your privacy and security.

#### 9. Stay Up to Date:

Keep your profiles current with updated information, recent achievements, and relevant news.

Regularly review and refresh your content to maintain relevance and engagement.

#### 10. Seek Feedback:

Solicit feedback from peers, mentors, or trusted colleagues on your digital profiles.

Use constructive criticism to identify areas for improvement and refine your online presence over time.

#### 11. Professional Development:

Use digital platforms for continuous learning, skill development, and professional networking.

Participate in online courses, webinars, and industry forums to stay informed and connected within your field.

#### 12. Adapt and Evolve:

Stay abreast of emerging trends, changes in platform algorithms, and shifts in audience preferences.

Continuously adapt your digital strategy to remain relevant and effective in reaching your goals.

By following these guidelines and actively managing your digital profile, you can create a strong online presence that effectively showcases your brand, engages your audience, and supports your personal and professional objectives.

## 5.5 UNIT SUMMARY

Interview preparation is crucial for successfully securing a job and involves several key steps. It begins with thorough research on the company, understanding its culture, values, and the specific role you are applying for. Preparing answers for common interview questions, as well as developing concise and compelling narratives for your experiences and accomplishments, is essential. Practicing these responses through mock interviews can help build confidence and improve communication skills. Additionally, it's important to prepare insightful questions to ask

the interviewer, showcasing your interest and engagement with the position. Dressing appropriately, organizing necessary documents, and planning the logistics of the interview day, such as timing and location, also contribute to a well-rounded preparation. Overall, effective interview preparation can significantly enhance your performance and increase your chances of making a positive impression.

## 5.6 GLOSSARY

Behavioral Questions	These are questions designed to assess a candidate's past behavior in specific situations, based on the idea that past performance is a good predictor of future behavior. Examples include "Tell me about a time when you had to solve a difficult problem."
STAR Method	A structured approach to answering behavioral interview questions by outlining the Situation, Task, Action, and Result. This method helps candidates provide clear and concise responses that demonstrate their skills and experiences.
Mock Interview	A practice interview that simulates the real interview environment. It allows candidates to rehearse their responses, receive feedback, and improve their performance. Mock interviews can be conducted with friends, mentors, or professional coaches.

## 5.7 SELF-ASSESSMENT QUESTIONS

Short Answers: (5 Marks) K2/K3 Level

S.No	Questions	Level
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1	Define Application Letter.	K2
2	Describe the purpose and structure of an application letter. How does it differ from a resume, and what role does it play in the job application process?	K3
3	<b>Discuss the different types of job interviews (e.g., behavioral, technical, panel, group) and the unique characteristics and purposes of each type.</b>	K3
4	<b>What are the key strategies for preparing for a job interview? Include both general preparation tips and specific techniques for different types of interviews.</b>	K2
5	<b>Compare and contrast a chronological resume with a functional resume. In what scenarios would each type be most effective?</b>	K2

Essay Type Questions (8 marks) K3/K4 Level Questions

S.No	Questions	Level
1	Discuss the essential elements of an effective application letter.	K3
2	Explain the process of creating a standout resume.	K4
3	Evaluate the importance of creating and maintaining a professional digital profile in today's job market.	K4
4	Briefly discuss about the Interview Process	K3
5	Discuss about Digital Profile	K4

## 5.8 ACTIVITIES AND ASSIGNMENTS

<b>Activities</b>	<p>Create a resume tailored to the chosen job posting. Ensure it includes:</p> <ul style="list-style-type: none"> <li>• Contact Information</li> <li>• Professional Summary or Objective</li> <li>• Work Experience</li> <li>• Education</li> <li>• Skills</li> </ul>



	<ul style="list-style-type: none"> <li>Additional sections (e.g., Certifications, Volunteer Experience) if applicable</li> </ul>
	<p><b>Resume Creation and Customization</b></p> <p>To develop a professional resume tailored for a specific job application.</p>
	<p>Digital Profile Creation and Networking Strategy</p> <p>Create or update your professional profile on LinkedIn.</p>

## 5.9 OPEN-SOURCE E CONTENT

S.No	Topic	E-Content Link	QR Code
1	Interview meaning	<a href="https://www.shiksha.com/online-courses/articles/different-types-of-interview/">https://www.shiksha.com/online-courses/articles/different-types-of-interview/</a>	
2	Interview Process	<a href="https://www.indeed.com/career-advice/interviewing/interview-steps">https://www.indeed.com/career-advice/interviewing/interview-steps</a>	
3	Resume Creation	<a href="https://myfuture.com/career/creating-your-resume">https://myfuture.com/career/creating-your-resume</a>	

## 5.10 SUGGESTED READINGS / REFERENCES

1. Business communication - M.S. Ramesh,CC.Palkanshethi, Madhumati,
2. Business communication & Customer Relations - Dr. C. B. Gupta
3. Business communication - Kathiresan& P.R. Radha
4. Essentials of Business communication - Rajendra pal,J.S.Korcahalli