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DIRECTORATE OF DISTANCE EDUCATION

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BUSINESS ETHICS AND COMMUNICATION

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Genesis of Ethics

Ethics is not recent phenomenon. Ethical codes have been prepared along with the development of human civilization. In olden days, people might have found some of their actions was wrong and others right. The question what is right and what is wrong gave birth to ethical and unethical codes.

The word “ethics” is derived from the Greek word ethos (character), and from the Latin word ‘mores’ (customs). Derived from the Greek word “ethos”, which means “way of living”, ethics is a branch of philosophy that is concerned with human conduct. It consists in a code of conduct of human beings living in a society. Ethics examines the rational justification for our moral judgments; it studies what is morally right or wrong, just or unjust. Together, they combine to define how individuals choose to interact with one another. In philosophy, ethics defines what is good for the individual and for society and establishes the nature of duties that people owe to themselves and to one another. It aims at individual good as well as social good, the good of mankind as a whole.

Ethics is an attempt to guide human conduct and it is also an attempt to help man in leading good life by applying moral principles. Ethics refers to well based standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues. Ethics is related to issues of propriety, rightness and wrongness. What is right is ethical and what is wrong is unethical. The words ‘proper’, ‘fare’ and ‘just’ are also used in place of right ‘and ‘ethical’. If it is ethical, it is right, proper, fair and just.

Ethics is a matter of practical concern. It tries to determine the good and right thing to do; choices regarding right and wrong, good and evil; questions of obligation and value. Ethics is to consider the practice of doing right actions or what we may call the art of living the good life.

It is also defined as the science of the highest good. Mackenzie defines ethics as “the study of what is right or good in human conduct” or the “science of the ideal involved in human life”. So, it is clear that ethics is the study which determines rightness or wrongness of actions.

Applied ethics is the practice of ethics that aims to guide the moral judgment governing the decisions we make in all areas of our lives. Issues of right and wrong are related to one's values. In the context of ethics, values are our standards of right and wrong.

Background to Ethics

Ethics is the area of philosophy concerned with the evaluation of human conduct. Philosophers generally distinguish between four or five major branches of ethics: meta-ethics, ethics and politics (political philosophy), normative ethics, virtue ethics and practical philosophy.

Meta-ethics is concerned with the meaning of philosophical language and moral propositions. This means that the focus is on the grounds used to justify moral judgments rather than on making moral judgments.

Political ethics consists mostly of an examination of the good society and the origins and forms of political power (government).

Normative ethics is the branch of philosophy concerned with developing theories that determine which human actions are right and wrong. It is evaluative and constructive rather than descriptive (like meta-ethics).

Deontological ethics, utilitarian ethics and virtue ethics are all normative.

Virtue ethics is often viewed as a separate branch in itself. Although it is certainly normative as well, virtue ethics is distinguished from other forms of normative ethics because it is concerned with possessing moral traits and living a good life generally as opposed to evaluating actions alone.

Rule-based ethics seeks to evaluate moral considerations against a set of rules that constitute a moral theory, which determines what acceptable behaviour is. These rules may be divided into two main categories, namely consequentialism (also known as teleology) – under which it is claimed that actions should be judged according to their consequences, and deontology – under which the opposing view is assumed, i.e. that rightness or wrongness is a judgment not dependent on consequences but rather on the intrinsic goodness of the action in and of itself.

Practical (or applied) ethics applies ethical principles and theories to practical disciplines - this includes medical ethics, environmental ethics and business ethics. The purpose is to give guidance on a specific issue such as abortion, GM crops, donor consent, protecting client privacy etc.

The History of Business Ethics

Business ethics has only existed as an academic field since the 1970s. During the 1960s, corporations found themselves increasingly under attack over unethical conduct. As a response to this, corporations - most notably in the US - developed social responsibility programmes which usually involved charitable donations and funding local community projects. This practice was mostly ad hoc and unorganised varying from industry to industry and company to company. Business schools in large universities began to incorporate 'social responsibility' courses into their syllabi around this time but it was mostly focused on the law and management strategy.

Social responsibility has been described as being a pyramid with four types of responsibility involved – economic (on the bottom level), then legal,

ethical and finally philanthropic. Ethical issues were dealt with in social issues courses however, and were not considered in their own right until the 1970s when philosophers began to write on the subject of business ethics. Previous to this development, only management professionals, theologians and journalists had been highlighting problems of this nature on a regular basis.

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When philosophers became involved they brought ethical theory to bear on the relevant ethical issues and business ethics became a more institutionalised, organised and integral part of education in business. Thereafter annual conferences, case books, journals and text books were more regular and established.

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This new aspect of business ethics differentiated it from social issues courses in three ways:

- 1) Business ethics provided an ethical framework for evaluating business and the corporate world.
- 2) It allowed critical analysis of business and development of new and different methods. (This also made business ethicists unpopular in certain circles.)
- 3) Business ethics fused personal and social responsibility together and gave it a theoretical foundation. In this way, business ethics had a somewhat broader remit than its predecessor (the social issues course) and was a good deal more systematic and constructive. Business ethics also recognised that the world of business raised new and unprecedented moral problems not covered by personal systems of morality.

Common-sense morality is sufficient to govern judgments about stealing from your employer, cheating customers and tax fraud. It could not provide all the necessary tools for evaluating moral justification of affirmative action, the right to strike and whistle-blowing.

What is Business Ethics?

Business ethics is nothing but the application of ethics in business. Business ethics is the application of general ethical ideas to business behavior. Ethical business behavior facilitates and promotes good to society, improves profitability, fosters business relations and employee productivity. The concept of business ethics has come to mean various things to various people, but generally it's coming to know what is right or wrong in the workplace and doing what's right - this is in regard to effects of products/ services and in relationships with stakeholders.

Business ethics is concerned with the behavior of a businessman in doing a business. Unethical practices are creating problems to businessman and business units. The life and growth of a business unit depends upon the ethics practiced by a businessman. Business ethics are developed by the passage of time and custom. A custom differs from one business to another. If a custom is adopted and accepted by businessman and public, that custom will become an ethic. Business ethics is applicable to every type of business. The social responsibility of a business requires the observing of business

ethics. A business man should not ignore the business ethics while assuming social responsibility. Business ethics means the behaviour of a businessman while conducting a business, by observing morality in his business activities. According to Wheeler Business Ethics is an art and science for maintaining harmonious relationship with society, its various groups and institutions as well as reorganizing the moral responsibility for the rightness and wrongness of business conduct.

According to Rogene. A. Buchholz, Business ethics refers to right or wrong behaviour in business decisions .

Business Ethics or Ethical standards are the principles, practices and philosophies that guide the business people in the day today business decisions. It relates to the behaviour of a businessman in a business situation. They are concerned primarily with the impacts of decisions of the society within and outside the business organizations or other groups who keep interest in the business activities . Business ethics can be said to begin where the law ends. Business ethics is primarily concerned with those issues not covered by the law, or where there is no definite consensus on whether something is right or wrong School of Distance Education

IMPORTANCE OF BUSINESS ETHICS

There may be many reasons why business ethics might be regarded as an increasingly important area of study, whether as students interested in evaluating business activities, or as managers seeking to improve their decision making skills.

It is generally viewed that good business ethics promote good business.

1. The power and influence of business in society is greater than ever before. Business ethics helps us to understand why this is happening, what its implications might be, and how we might address this situation.

2. Business has the potential to provide a major contribution to our societies, in terms of producing the products and services that we want, providing employment, paying taxes, and acting as an engine for economic development and thereby increases the goodwill.

3. Business malpractices have the potential to inflict enormous harm on individuals, on communities and on the environment. Through helping us to understand more about the causes and consequences of these malpractices, business ethics helps to create mutual trust and confidence in relationship.

4. The demands being placed on business to be ethical by its various stakeholders are constantly becoming more complex and more challenging. Business ethics provides the means to appreciate and understand these challenges more clearly, in order that firms can meet these ethical expectations more effectively.

5. Business ethics can help to improve ethical decision making by providing managers with the appropriate knowledge and tools that allow them to correctly identify, diagnose, analyse, and provide solutions to the ethical problems and dilemmas they are confronted with.

6. A business can prosper on the basis of good ethical standards and it helps to retain the business for long years.

7. Business ethics can provide us with the ability to assess the benefits and problems associated with different ways of managing ethics in organizations.

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8. In the age of complexity in business fields, competition is increasing day by day. Good ethical standard helps the business to face the challenges.

CHARACTERISTICS OF BUSINESS ETHICS

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The following are the important features of business ethics:-

1. Business ethics are the principles, which govern and guide business people to perform business functions and in that sense business ethics is a discipline.

2. It is considered both as a science and an art.

3. It continuously tests the rules and moral standards and is dynamic in nature.
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4. It is based on theological principles such as sincerity, human welfare, service, good behavior etc.

5. It is based on reality and social customs prevailing in business environment.

6. It studies the activities, decisions and behavior which are related to human beings.

7. It has universal application because business exists all over the world.

8. Many of the ethical principles develop the personal dignity.

9. Business ethics keeps harmony between different roles of businessman, with every citizen, customer, owner and investors.

PRINCIPLES OF BUSINESS ETHICS

The Principles of business ethics developed by well known authorities like Cantt, J. S. Mill, Herbert Spencer, Plato, Thomas Garret, Woodrad, Wilson etc are as follows.

1. Sacredness of means and ends : The first and most important principles of business ethics emphasize that the means and techniques adopted to serve the business ends must be sacred and pure. It means that a good end cannot be attained with wrong means, even if it is beneficial to the society.

2. Not to do any evil: It is unethical to do a major evil to another or to oneself, whether this evil is a means or an end.

3. Principle of proportionality: This principle suggests that one should make proper judgment before doing anything so that others do not suffer from any loss or risk of evils by the conducts of business.

4. Non co-operation in evils: It clearly points out that a business should not co-operate with any one for doing any evil acts.

5. Co-operation with others: This principle states that business should help others only in that condition when others deserve for help.

6. Publicity: According to W. Wilson, anything that is being done or to be done, should be brought to the knowledge of everyone. If everyone knows, none gets opportunity to do an unethical act.

7. Equivalent price: According to W. Wilson, the people are entitled to get goods equivalent to the value of money that he will pay.

8. Universal value: According to this principle the conduct of business should be done on the basis of universal values.

9. Human dignity: As per this principle, man should not be treated as a factor of production and human dignity should be maintained.

10. Non violence : If businessman hurts the interests and rights of the society and exploits the consumer by overlooking their interests this is equivalent to violence and unethical act. School of Distance Education.

ELEMENTS OF BUSINESS ETHICS MANAGEMENT

Everyone who is entrusted to manage ethics in this organization is bound to prepare a sound ethical programme which should include the following components:-

1. Formal code of conduct
2. Ethics committee
3. Ethical communication
4. An Ethic office with Ethical officers
5. Ethics Training Programme
6. A disciplinary system
7. Establishing an ombudsperson.
8. Monitoring

1. Code of conduct

Several organizations that have undertaken to implement ethical behavior at their workplaces have started the process with developing and implementing codes of conduct for their employees. Codes of conduct are statements of organizational values. It comprises of three elements such as a code of ethics, a code of conduct and statement of values. a code of conduct is a written document, inspirational in contents and specifies clearly what is acceptable or unacceptable behavior at workplace and beyond, when the employees represent their organizations outside.

In general the code should reflect the managements desire to incorporate the values and policies of the organization. The statement of values envisages by the management to serve the public and normally addresses the stakeholders groups.

Code of Ethics

Every time a new business is launched anywhere in the world, whether a one man operation or a full blown brick – and- mortar corporate enterprise, the owners must adopt a code of ethics for the business. For small businesses the code is usually unwritten. And sometimes not even discussed and decided upon, but still a code exists. Larger businesses often have written codes of ethics and employees are twined in them and required to adhere to the code. A code of ethics is a buzzword to employees to observe ethical norms and forms the basis for rules of conduct. It is comprehensive enough to cover the entire scheme of organizational ethics expected to be followed by everyone in the company. It usually specifies methods for reporting violations, disciplinary action for violations and a structure of the due process to be followed. School of Distance Education

A code of ethics in business is just as important as a sound marketing plan, a solid financial strategy, and an organized business plan.

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A code of ethics must summarize the beliefs and values of the organization. Those beliefs and values should become internalized by all employees and used regularly in all business practices, no matter the type of business. Owners of businesses that routinely engage in unethical practices cannot help but pass those values and principles along to the other people working in the business. Small businesses suffer even more, because unethical behavior and actions are easier for customers to take notice of. Once customers become aware that a business does not have high ethical ideals, they will take their business elsewhere.

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Codes of ethics vary among businesses, and also from one country to another. When business grows large enough to expand its operations into other countries, it is critical to hire talent to assist in training existing personnel with regard to the integrity, understanding, responsibility, and cultural norms of the country where the new operation is located. All employees must be treated equally, and any issues of inequality must be dealt with quickly, fairly, and in a manner that is satisfactory to all.

Today, more than ever before, consumers pay a great deal of attention to corporate governance and proper behavior of businesses and their owners. Because the marketplace is flooded with numerous variations of the same businesses, promises must be fulfilled and the price and quality of products must be equal to what is advertised, or another business will step into deliver. Therefore a code of ethics where unarticulated or formally documented – is vital to ensuring that a business will succeed.

A code of ethics that is both defines and acted upon is part of the business culture of every successful business, and must become the mantra of every business owner. Growing a flourishing business through the use of sound ethical principles will reap not only the benefits of growth and prosperity, but also the satisfaction of being able to sleep soundly at night.

2. Ethics committee

Ethics committee is formed in many organizations. They are wholly devoted at work places. These committees can raise concerns of ethical nature; prepare or update code of conduct, and resolve ethical dilemma in organizations. They formulate ethical policies and develop ethical standards. The committee evaluates the compliance of the organization with these ethical norms. The members of the ethical committee should be selected from those persons who have knowledge in their industry, their code of ethics and community standards. The committee members are also conscious about the corporate culture and ethical conduct of the organization.

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The following committees are to be formed :-

(i) Establishing an ethics committee at the board level

The committee would be charged to oversee development and operation of the ethics management programme.

(ii) Establishing an Ethics Management committee

Ethics Management committee would be charged with implementing and administering an ethics management programme, including administering and training about policies and procedures, and resolving ethical dilemmas. The committee should be comprised of senior officers.

3. Ethical communication system

The next step is the establishment of an effective ethical communication system. Ethical communication system place an important role in making an ethics programme successful. It should allow employees to make enquiries, get advice if needed or report wrong doing. Ethical communication system is a necessity to educate employees about the organizations ethical standard and policies. It has the following objectives

- (i) To communicate the organizations' values and standards of ethical conduct or business to employees.
- (ii) To provide information to the employees on the company's policies and procedure regarding ethical conduct of business.
- (iii) To help employees to get guidance and resolve questions regarding compliance with the firms standards of conducts and values.
- (iv) To set up the means of enquiry such as telephone hotlines, suggestion boxes and email facilities for employees to contact with and get advice from competent authorities.

Along with these means of communication there are other ways, that can be used to communicate an organization's moral standards to its employees. Top management can communicate the ethical standards to lower level managers and they can communicate it to operational levels. Sometimes the organization publishes newsletters. It can be used to expose company's code or ethics. If an organization has briefing and management meeting, these can be used as a means of communicating values. Certain companies use attractive multi colored posters to publicize their codes and ethics, these posters are placed in most visible places of the organization premises.

4. Ethics office and officers

Ethics offices are to be established to communicate and implement ethics policies among employees of the organization. For this purpose an ethics officer is to be appointed. The ethics officer should develop a reputation for credibility, integrity, honesty and responsibility through establishment of such ethics monitoring bodies. School of Distance Education

Functions of the ethics officers

- 1. Ethics officers are responsible for assessing the needs and risks that an organization-wide ethics programme must address.
- 2. To develop and distribute a code of conduct or ethics
- 3. To conduct ethical training programme for employees
- 4. To establish and maintain a confidential service to answer employees questions about ethical issues.
- 5. To ensure that the organization is in compliance with governmental regulations
- 6. To monitor and audit ethical conduct

7. To take action on possible violations of the company's code

8. To review and update code in time

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5. Ethics Training Programme

To ensure a good ethical behavior in the organization the employees are to be given training. For this purpose a corporate ethical training programme is to be devised. The main objective of an ethical training program is to offer assistance to employees to understand the ethical issues that are likely to arise in their work place. When new employees are to be recruited, the induction training should be arranged for them.

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This training will help to familiarize with the company's ethical code of behavior. Importance of abiding code should be dealt with at the induction meeting. A well developed and proper training programme will help the employees to understand the organizations policies and expectations, important and relevant rules, bye laws and regulations which are to be complied in the organization by the employees. For the success of the training programmes , the senior executive from every department must involve fully in the training programme.

6. Disciplinary system

Code of conduct or ethical behavior codes should be properly enforced in the organization to achieve the organization's objectives. A disciplinary system should be established to deal with ethical violations promptly and severely. If unethical behavior is not properly dealt with, it will threaten the entire social system that supports the ethical behavior of the organization. While enforcing disciplines to ensure ethical conduct, companies should be consistent, i.e., the company should adopt a fair attitude towards every one without any discrimination or bias.

7. Establishing an ombudsperson

The ombudsperson is responsible to help coordinate development of the policies and procedures to institutionalize moral values in the workplace. This position usually is directly responsible for resolving ethical dilemmas by interpreting policies and procedures. School of Distance Education

8. Monitoring

To become an ethical programme fruitful and successful, an effective monitoring committee is to be formed. It can be monitored through keen observation by ethics officers, internal audits, surveys, investigations and supporting systems.

Advantages of Managing Ethics in Workplace

1. Significant improvement to society

Application of business ethics helps to avoid many evils from the society. It includes child labour, unscrupulous price fixing, harassment of employees, poverty and starvation of employees etc.

2. Cultivate strong team work and productivity

Ethical programme helps to tune employee behavior in accordance with the values preferred by leaders of the organization. It helps to build openness, integrity and a sense of oneness among all. Employees feel strong alignment

between their values and those of the organization and they react with strong motivation and performance.

3. Support Employee Growth

Ethics programme help employees to face reality, both good and bad in the organization and themselves. They feel full confidence to admit and deal with whatever comes their way.

4. Insurance policy

Ethical programs help to ensure that policies are legal. Ethical principles are often applied to current, major ethical issues and become legislation. A major intent of well designed personnel policies is to ensure ethical treatment of employees.

5. Avoid Penal action

Ethical programs help to detect issues and violations early so that they can be reported or addressed which helps to avoid subsequent penal actions and lower fines.

6. Helps in Quality Management, Strategic planning and diversity management

CHALLENGES IN BUSINESS ETHICS

Challenges in business ethics commonly include balancing responsibility to shareholders with social responsibility to the community and employees. Decisions that balance corporate profit against compensation to workers might also present challenges related to business ethics, especially during an economic downturn. Other challenges might revolve around philanthropic activities that contribute to the economic good of the community. These challenges might also involve legal compliance with laws and regulations.

Executive pay and the distribution of wealth might prompt discussion about the challenges in business ethics. Some critics say multimillion dollar bonuses and benefit packages for executives should be linked to actual contributions to the company. The ratio of pay between upper-level management, shareholders, and lower-level employees might create challenges for business ethics.

Working conditions and outsourcing represent additional challenges company owners might face. In some rewarded, even though it puts people out of work. If employee pay and benefits are cut while executives receive bonuses based on the savings, it might be classified as an ethical dilemma. Both situations typically bring up challenges in business ethics.

Ethics might also involve attempts to hire employees who share company values regarding the environment and dealing with customers. Challenges in business ethics include identifying and recruiting workers without regard to sex, age, or ethnic background. Once hired, a company operating ethically usually attempts to share power and leadership through training programs. Training might include giving employees tools to solve ethical dilemmas on the job.

In the area of compliance, challenges in business ethics might include going beyond adherence to laws and regulations. For example, a firm might follow environmental law because it is required, but an ethically responsible

company might improve the environment because it's the right thing to do as a corporate citizen. The company operating within a strict code of ethics typically makes decisions that improve the community instead of decisions based solely on profits.

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Other issues that crop up as ethical concerns might center on conflicts of interest and corruption. News stories about some large corporations cheating investors in high-profile scandals have often brought business ethics to the forefront. Other instances might involve political contributions in an attempt to sway regulators to relax compliance laws.

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Ethical problems and phenomena arise across all the functional areas of companies and at all levels within the company. Ethical issues in different parts of Business are explained below:

General business ethics Issues

- This part of business ethics overlaps with the philosophy of business, one of the aims of which is to determine the fundamental purposes of a company. If a company's main purpose is to maximize the returns to its shareholders, then it could be seen as unethical for a company to consider the interests and rights of anyone else.
- Corporate social responsibility or CSR: an umbrella term under which the ethical rights and duties existing between companies and society is debated.
- Issues regarding the moral rights and duties between a company and its shareholders: fiduciary responsibility, stakeholder concept v. shareholder concept.
- Ethical issues concerning relations between different companies: e.g. hostile take-over, industrial espionage.
- Leadership issues: corporate governance.
- Political contributions made by corporations.
- Law reform, such as the ethical debate over introducing a crime of corporate manslaughter.
- The misuse of corporate ethics policies as marketing instruments.

Ethics in Compliance

Compliance is about obeying and adhering to rules and authority. The motivation for being compliant could be to do the right thing out of the fear of being caught rather than a desire to be abiding by the law. An ethical climate in an organization ensures that compliance with law is fuelled by a desire to abide by the laws. Organizations that value high ethics comply with the laws not only in letter but go beyond what is stipulated or expected of them.

Ethics in Finance

The ethical issues in finance that companies and employees are confronted with include:

- In accounting – window dressing, misleading financial analysis.
- Related party transactions not at arm's length
- Insider trading, securities fraud leading to manipulation of the financial markets.

- Executive compensation.
- Bribery, kickbacks, over billing of expenses, facilitation payments.
- Fake reimbursements

Ethics in Human Resources

Human resource management (HRM) plays a decisive role in introducing and implementing ethics. Ethics should be a pivotal issue for HR specialists. The ethics of human resource management (HRM) covers those ethical issues arising around the employer-employee relationship, such as the rights and duties owed between employer and employee.

The issues of ethics faced by HRM include:

- Discrimination issues i.e. discrimination on the bases of age, gender, race, religion, disabilities, weight etc.
- Sexual harassment.
- Affirmative Action.
- Issues surrounding the representation of employees and the democratization of the workplace, trade unionization.
- Issues affecting the privacy of the employee: workplace surveillance, drug testing.
- Issues affecting the privacy of the employer: whistle-blowing.
- Issues relating to the fairness of the employment contract and the balance of power between employer and employee.
- Occupational safety and health.

Companies tend to shift economic risks onto the shoulders of their employees. The boom of performance related pay systems and flexible employment contracts are indicators of these newly established forms of shifting risk.

Ethics in Marketing

Marketing ethics is the area of applied ethics which deals with the moral principles behind the operation and regulation of marketing. The ethical issues confronted in this area include:

- Pricing: price fixing, price discrimination, price skimming.
- Anti-competitive practices like manipulation of supply, exclusive dealing arrangements, tying arrangements etc.
- Misleading advertisements
- Content of advertisements.
- Children and marketing.
- Black markets, grey markets.

Ethics of Production

This area of business ethics deals with the duties of a company to ensure that products and production processes do not cause harm. Some of the more acute dilemmas in this area arise out of the fact that there is usually a degree of danger in any product or production process and it is difficult to define a degree of permissibility, or the degree of permissibility may depend on the

changing state of preventative technologies or changing social perceptions of acceptable risk.

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- Defective, addictive and inherently dangerous products and
- Ethical relations between the company and the environment include pollution, environmental ethics, and carbon emissions trading.
- Ethical problems arising out of new technologies for eg. Genetically modified food
- Product testing ethics.

NOTES

The most systematic approach to fostering ethical behaviour is to build corporate cultures that link ethical standards and business practices.

Ethical Dilemma

An ethical dilemma is a situation where one is in conflict between moral imperatives. Often rejecting either solution has major consequences. It is also known as ethical paradox or moral dilemma. Ethical dilemma is any situation in which guiding moral principles cannot determine which course of action is right or wrong. To obey one action, would result in transgressing another.

Characteristics of Ethical Dilemmas

1. Choice between equally undesirable alternatives
2. Different courses of action possible
3. Involves value judgments about actions or consequences
4. Data will not help resolve issue
5. Different sources (psychology, theology) offer resolutions
6. Unfavorable outcomes will result
7. Choices have far-reaching effects on persons, relationships and society
8. Resources which must be allocated are finite or limited
9. Can be resolved, not solved
10. There is no “right” and “wrong”

Business ethos principles practiced by Indian Companies:-

Indian companies are guided by certain rules of conduct in the form of ethical and moral standards. Some of the business ethos principles, practiced by Indian companies are listed below:

1. Principle of ‘sacrifice’

An individual is trained by the principle of ‘sacrifice’ through the process of ‘give and take’ policy. A person, who is willing to sacrifice part of his bread or effort, commands a superior place in the organization.

2. Principle of ‘harmony’

An individual is trained in such a way that to avoid conflicts and friction one should be guided by certain set of moral conducts and principles.

3. Principle of ‘non-violence’

This principle protects an organization from strikes and lockouts and unnecessary avoidable conflicts.

4. Principle of ‘reward’

The one who performs well are encouraged to do so. This implies that the activities of individuals need to be monitored and encouragement in the

form of 'rewards' may cultivate the spirit of higher productivity among groups.

5. Principle of 'justice'

The one who works hard is 'rewarded' and the one who fails to do so is 'punished'. This is essence the principle of Justice.

6. Principle of 'taxation'

The one who is taxed more is encouraged to stay fit for a longer period by proper appreciation and encouragement.

This principle applies to individuals who are hardworking and productive.

7. Principle Of 'Integrity'

An integrated mind is more productive. Groups are encouraged to stay united in order to reap the benefits of division of labour.

8. Principle of 'Polygamy'

This is nothing but the wedding of two different cultures by absorption or takeover.

Review Questions

Q1-What Is Business Ethics?

Q2-Discuss The Importance of Business Ethics

Q3-What Are The Principles of Business Ethics

Q4-Discuss The Elements of Business Ethics Management

Q5-What Are The Functions of The Ethics Officers

Further Readings

By Dr. V K Jain

By Rathore P.S.

By V.K. Jain and Omprakash Biyani

By Courtland L. Bovee and John V. Thill

By Ruchi Gupta

UNIT-02 BUSINESS COMMUNICATION

BUSINESS COMMUNICATION

- ❖ Concept of Communication
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CONCEPT OF COMMUNICATION

The word 'communicate' has been derived from the Latin word 'communicare', which means to 'share' and 'participate'. Communication is a process by which information is exchanged between individuals through a common system of symbols, signs or behaviour. It is the expression of facts, opinions, ideas or feelings. It is an essential condition of our existence and the most important activity of human beings. Communication is a two way process. There must be at least two persons to allow the completion of the process. One takes up the role of a sender the other that of the receiver. Webster's dictionary states that "communication is the act of exchanging information and understanding from one person to another". For communication to be successful, the exchange of ideas and information must result in imparting and understanding its intended meaning. Its purpose is to effect desired changes in the behaviour of the receiver of the message. Thus communication is the transfer of information from one person to another person. Its goal is to have the receiver understand the message as it was intended.

Whether we communicate through writing or speaking, language continues to play an important role. The increasing use of telephone, mobile, recording devices, such as dictaphone, answering machines, live broadcasting and telecasting, and video conferencing have nowadays, shifted the focus from writing to speaking.

Business communication

When one communicates to transact some commercial activity, that is, providing goods or services, with the intention of generating profits, it is termed as business communication. According to Scott, “administrative communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting action which will accomplish organization goals”. The importance of communication to an organization, all the more so to a business organization, cannot be over emphasized. It links not only the various components of the organization but also its internal world with the external world. In order to be proficient in business communication, it becomes imperative to acquire skills of effective writing and speaking. Therefore, curriculums of most business schools the world over cover the subject of business communication extensively. It is also common for the prestigious companies to insist upon excellent communication skills as a requirement at the time of recruitment.

Need for improving English Language Skills

To carry out business of any kind we have to interact with a large number of people. Unless we learn to communicate effectively, we cannot achieve the goals of business. Nayantara Sehgal, a noted novelist once said in the course of a T.V. interview, “English has become the global language of business and finance”. Hence, the importance of English language. It has emerged as the link language among different countries of the world.

Moreover, English also works as a connecting language among the different states of India.

CHARACTERISTICS OF COMMUNICATION

(i) Communication is essentially a two-way process. Information is not only sent but it has to be received and understood as well. This process is incomplete until the response or reaction based on proper understanding is available. Ultimately the receiver reacts or responds to the information sent by the sender. The response could be based on clear interpretation of the symbols sent or it could be based on misunderstanding or misinterpretations of the symbols sent. Whatever the response of a receiver to a sender is, it is called feedback. Some feedback is nonverbal –smiles, sighs, nods and so on. Sometimes it is oral. Feedback can also be written. In many cases, no message can also be a feedback. Failure to answer a letter or to return a phone call can suggest how the non-communicative person feels about the sender. The success or the failure of communication is decided by the feedback we get. Hence, feedback is essential to communication.

(ii) Communication is an ongoing process. In the absence of communication human activities cease to exist.

(iii) Communication is essential in all kinds of organizations and at all levels of management.

No manager can be effective in his role unless he is able to communicate. Professional and result oriented organizations are always looking for managers who can communicate persuasively and

competently. It is said that communication is the simple most essential skills.

BUSINESS COMMUNICATION

(iv) The basic purpose of communication is to create mutual understanding by giving/seeking information, persuading/influencing others and eliciting actions.

(v) Communication consists not only of facts but ideas and emotions too. Communication is much more than words. The tone and facial expressions often carry a greater meaning than words. We can communicate a lot through signs, symbols and gestures. For example, a victory sign made by two fingers communicates better than words.

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(vi) Organizational communication consists of a flow of messages through several networks. There are networks for problem solving, workflow, information sharing and socializing.

(vii) It takes two to complete communication. There should be a sender and a receiver. If a person shouts in a forest where no one is present, there is no communication. Communication is a dynamic process. It incorporates the changing shape of the participants and the environment.

(viii) Communication is a goal-oriented process. Communication can be effective if both the sender and the receiver are aware of the goal of communication and there is congruence of their goals.

(ix) Communication is an inter-disciplinary science. Knowledge derived from several sciences is used in communication. Anthropology (study of body language), Psychology (study of persuasion, perception and attitudes), Sociology and Political science (study of voting behaviour) have provided insights to make communication effective.

IMPORTANCE OF COMMUNICATION

Effective communication has always been essential for success in business. In recent times, communication has become all the more essential due to the following reasons:

(i) Increase in Size: Business firms have grown tremendously in scale of operations. A large business firm today employs thousands of people and has operations in different parts of the world. An efficient system of communication is required to carry out its activities across successfully.

(ii) Growing Specialization: Narrow division of work results in different activities being handled by different departments. Sound communication is essential for ensuring mutual cooperation and understanding among different departments without which no organization can function smoothly. If, for example, there is no communication between production and sales departments, the sales department might book such orders that the production department fails to supply.

(iii) Cut-throat Competition: Liberalization and globalization have resulted in severe competition among public sector, private sector and foreign banks. Persuasive communication in the form of advertisements, personal contacts and publicity becomes essential to survive in the race of competition.

(iv) Trade Union Movement: In organisations, employee's unions are very strong and powerful. Management must consult union leaders on several matters. Regular exchange of information and ideas between managers and union officials helps them to maintain healthy relations with one another.

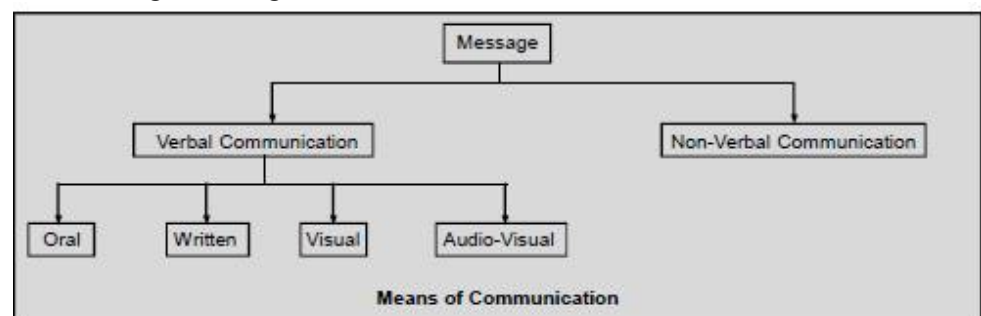
(v) Human Relations: Effective communication between management and employees is necessary to develop mutual trust and confidence. Participation of employees in the decision-making process and other activities helps to develop among them a sense of belonging and loyalty to the organization.

(vi) Public Relations: Society expects a sense of responsibility from managers. Business has to keep the Government, distributors, suppliers, investors and other sections of society well-informed about its contribution to society. Public relations help business to improve its image in society, and big enterprises employ professional experts for this purpose.

(vii) Personal Asset: Communication skill is essential for success in every job. Managers are required to deliver speeches, write documents and conduct interviews. Teachers, advocates, journalists, receptionists need high degree of communication skill. The ability to communicate effectively is equally essential for promotion in career.

MEANS OF COMMUNICATION

Business communication is generally interpersonal since business functions are discharged through interaction.



The means or methods of communication, as is evident from the given Figure, are broadly classified into:

(i) Verbal communication which entails use of words to convey messages either in the form of speech or writing; and

(ii) Non-verbal communication where messages are communicated through body language, facial expressions and gestures.

Verbal Communication

The word 'verbal' means 'connected with words or use of words'. Words are the most accurate and powerful set of symbols involved in communication. Hence, verbal communication involves a written or spoken message in which words are used to exchange ideas/information. Words are selected in phrases, sentences and paragraphs depending upon the results the verbal communication is trying to achieve.

The means of verbal communication are:

- Written communication
- Oral communication
- Visual communication

- Audio-visual communication

Non-verbal Communication

Non-verbal communication includes:

- Facial expressions
- Gestures
- Movements
- Eye contact
- Nodding of the head
- Physical appearances.

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It is an unspoken or unwritten message that uses body language. It may be used by itself, e.g., just frowning or smiling at someone or gesticulating along with oral communication. In a situation involving the use of oral communication, non-verbal signs play an equally important role. While listening to someone, one may also be looking at the person. Their facial expressions such as a smile or a frown often strengthen the verbal message.

The entire body language, from big gestures to proximity with the listener, may help to emphasise the contents of the message.

Alternatively, if the non-verbal communication is absent, it sometimes leaves the recipient guessing. The “British stiff upper lip” which looks down upon any display of emotions in public is a good example of this. Similarly, in the case of verbal and non-verbal incongruence, the result may be confusion and even a communication failure. It is important to note that in simple situations, non-verbal communication works itself well.

For example, it is perfectly in order to smile at a guest and escort him in without speaking a word. Secondly, this form of communication has a strong cultural content. The Arabs and Latin Americans are prone to move closer to the listener as well as maintain more eye-contact than the Europeans do. Similarly, physical contact is considered a powerful tool of communication. But touching an acquaintance, while shaking hands, is almost taboo among the British, insignificant among the Americans and common among Latin Americans.

Verbal Communication

(1) Written Communication

A famous English writer Francis Bacon has said, “Reading maketh a full man, writing an exact man, conference a ready man”. In order to make himself exact, i.e., to say effectively what he wants to say, the writer has to make a considerable effort.

The written form requires drafting of letters and circulars, proposals, memos and business reports of varying kinds and includes:

- Memo
- Report
- Office order
- Circulars
- Graphs/Charts

- Staff Newsletter
- E-mail
- Fax
- Form/Questionnaire
- Letter
- Notice, Agenda, Notes on Agenda
- Minutes of Meetings
- Advertisement
- Customer Newsletter
- Press Release
- Invitation
- Leaflet/Brochure/Handbills
- Manuals
- Telegram

Advantages and Disadvantages of Written Communication

Written communication has several advantages, although the disadvantages of written communication are equally serious.

Advantages

- (i) It allows us sufficient time to plan the document we propose to create taking into account the purpose for which it is being written.
- (ii) It also enables us to revise and modify the contents if we find them unsuitable for the recipient from the point of view of clarity or interest.
- (iii) To display what we have written, we have a variety of recent and traditional trends to choose from. There is also a scope to use tastefully designed stationery for the purpose.
- (iv) The use of headings and bullets enable us to highlight the material for better understanding.
- (v) Information in the written form can be filed or retrieved at our convenience. Its permanence facilitates prolonged correspondence.
- (vi) It provides us records, references, etc., on which important decisions rest.

Disadvantages

- (i) It takes much more time to compose a message in writing. Therefore it is expensive.
- (ii) It also tends to suffer from the limitations of the sender, like his assumptions or prejudices, and the delayed feedback makes it worse.
- (iii) The inadequacies of the first message may only be revealed when the reply arrives.
- (iv) Communication in writing suffers from lack of congruence with non-verbal communication.

However, written communication is indispensable.

Requirements of Effective Written Communication

It may be mentioned that heretofore organizations have to depend mostly on written communication either to maintain a link with the different entities within the organization or with the outside world. It has been observed that executives of the organizations spend much of their working hours on

communication and that too on written communication to maintain inter-departmental and intra-departmental links as well as links with the external bodies. In this matter they obviously depend upon letters, circulars, notes and explanations, memorandums, reports, etc. Incidentally, they have to keep in mind that the receivers belong to different sections of people, working class and expertise too. Obviously, in such a case the transmitter of written communication has to pay adequate attention to certain important factors, such as:

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- (i) choice of appropriate words;
- (ii) clarity of ideas;
- (iii) use of inoffensive language;
- (iv) lucid style;
- (v) coherent presentation.

Now let us understand the above factors in greater detail.

(i) Choice of Appropriate Words

‘Pen is mightier than the sword’-goes a well known saying. Words may bring you appreciation or alternatively rebukes and misunderstandings. Much depends upon how and when you have used the words. For instance, you write a letter to your superior as under:

“Kindly get this matter done at the earliest.”

Revised Example

“Will you please take necessary action as you may deem necessary in the matter.”

Feedback:

In the first example, the superior may not appreciate your choice of words as it smacks an order on you. Instead the sentence in the revised example presents a polite way of expression.

There is a lot of difference between the two sentences. Similarly, when assessing your subordinate’s performance you should use appropriate words. One may not sound incorrect if the words ‘he is dull, docile and sluggish’ are used in an assessment, but it is better to say ‘he is lethargic’.

Therefore, use simple and familiar words. Avoid technical jargon as it is understood by a limited group. Moreover, avoid all ambiguities and words having double meaning.

(ii) Clarity of Ideas

Clarity of ideas is a precursor to effective communication in all business correspondence. Read the following passage:

Example:

“It appears from the seemingly honest disposition of..... Company Ltd. that they would be in a position to pay the amount by August end. However, their present commitments indicate that their financial position may not be bright until October unless, a turn of events for the better occurs. Indications are that they would like to pay us at the earliest possible. It cannot, however, be said that they can be taken at face value.”

Revised Example

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“I visited..... Company Ltd. They promised to pay the amount by August end by which time they are sure to be in a much better position financially. They are honest, however, in trying to honour their commitment.”

Tips:

Use of words like ‘may’ and ‘seem’ always suggest uncertainty and should be used only where warranted by facts and circumstances.

Good communication never ‘happens’. It results from advance thinking and careful planning. The principles of implies both clarity of thought and clarity of expression. Once the idea is clear in the sender’s mind, it must be expressed in clear and simple language. Clarity of expression requires proper encoding of the message and choice of appropriate words.

(iii) Inoffensive Language

Inoffensive language is a sure way to build goodwill and reputation. Especially while writing business letters or communicating within the organization one should try to be as inoffensive as possible. Offensive language begets hatred, enmity and ill-feeling. Whereas, politeness begets politeness and encourages participative communication. Read the following ‘note’ from one department to another.

“We have for reference your note dated..... drawing our attention to the Service Rules regarding entertainment expenditure. Probably you are unaware of an amendment made to Rule No. 121(c) on 4th May, 2000. It is unfortunate that the circular amending the Rule was signed by you. It is ironical that you are raising a question of propriety of the amount spent on entertainment when the expense stands covered clearly by the amendment circulated on 4th May, 2000. Would you ensure in future that the queries raised by you are correct so that we are not put in an unfortunate position of replying to your notes where there is no warrant?”

Consider the language. Granting for a while that the objection to entertainment expenditure has been raised erroneously, don’t you think that the language needs to be a little more refined, less pungent, and in offensive. It would be better for you to write as follows:

“With reference to your note on entertainment expenditure incurred by the department, we feel that the expense is well within the Rule 121(c) as amended on 4th May, 2000. We are, however, not aware of any other amendment later than this date. We hope you would find our claim to accord with the Rule. Please let us have your views.”

Again, instead of writing to a customer, “You have not cared to remit the amount in payment of our bill. We fail to see any reason for your obstinacy in not replying to our earlier letter. It is therefore, clear that you do not intend to be honest”, you could write as follows:

“We are constrained to note that payment against our Bill No..... is yet to be received by us. Would you please let us know what is holding up the payment? Our experience with you in the past has been. Kindly let us know the factual position. We may be able to assist you in some way by suggesting. Some alternative modes of payment.”

In the first draft, you are bent upon losing an old customer for the reason of a single instance of non-payment. A business cannot afford it.

It is always good to be courteous. Always thank generously for a factor and apologize for an omission. It is always good to avoid irritating expressions.

(iv) Lucid Style

‘Style’ is personal to each individual. There are executives who cultivate a style of writing from which they rarely depart. But style has to be uniform and lucid. Read the following:

“I am impressed with your performance for this quarter. As against the target sale of 150 tonnes it is heartening to note that you have achieved a total sale of 220 tonnes, far ahead of the target. I wish to inform that I am extremely happy over your sustained efforts to improve the sales. Will you accept my appreciation on this occasion?”

The style of writing, in the example is not lucid, nor is it uniform though there is apparently nothing incorrect. The same matter can be written as follows:

“I am impressed with your performance. You have exceeded the target sale by 70 tonnes for this quarter. I am happy over your sustained efforts to improve sales. My sincere appreciation.”

Consider the voice and length of sentences in the following passage. Don’t you feel that a lucid style is perceptible :

“The target sale of 100 tonnes for the month of August, it is felt, is a little ambitious. The off-season for air coolers really begins in early July when the monsoon sets in. Reference to the targets and actual sales in the previous two years would suggest that in the month of August sales slacken. This year due to a lukewarm summer, the off take has been very low even in April, May and June, which are the best months for sale.

Therefore, the forecast for the quarter ending 30th September should have been recast on the basis of the weather conditions prevailing in the summer months ending 30th June.”

In the above passage, direct speech has been employed throughout and the style is lucid.

(v) Coherent Presentation

Coherent presentation is a virtue. Where the evidence tendered by a witness before a judge is true but incoherent, the judge would not be inclined to rely on it. Incoherence happens due to confused thinking, branching off from the mainstream of thought and lack of poise. In business, it is a virtue to be coherent while writing (or even while talking). Coherent writing facilitates easy understanding. Read the following passage:

“We have for reference your letter asking for information as to the credit and standing of M/s Sundar Electricals. M/s Sundar Electricals, though known to us for over a decade, has not had any significant dealing with us. The managing partner of Sundar Electricals, however, is known to be a very honest gentleman. This we came to know from one of our customers who has dealings with them for the past three years. Sundar Electricals are in the

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‘Electrical Goods’ trade for a long time now and are very popular. We purchase our requirements from a reliable party at Delhi, whose address and particulars, if you are very particular, we would be glad to furnish. Coming back to the subject, we do not want to say anything adverse about Sundar Electricals. After all we are also in business. However, do not take it as a representation from our side about the credit worthiness of Sundar Electricals. Should you require our Delhi Suppliers’ address referred to earlier, we will furnish the same to you. Please ascertain the factual position of Sundar Electricals from other sources. Meanwhile, send us a catalogue of your products. We deal with electrical wires and pipings”.

The above example is muddled and mixed. While writing, it is vital to ensure that there exists a proper link between the sentences and paragraphs. One sentence should lead to another. All sentences should be in a logical sequence.

In fact brevity is the soul of good communication. We should use only relevant details in our messages. More words do not lead to clarity, they rather obscure the meaning. Brevity adds to coherence.

(2) Oral Communication

Research studies have shown that 80% of communication by executives of a company is done in the oral form.

The modes of Oral Communication include:

- Telephone/Mobile phone
- Messages
- Intercom
- Face-to-face discussion
- Meetings/Conferences
- Presentations
- Dictaphone/Dictation
- Conversation
- Radio
- Tape-recorder
- Teleconferencing/Videoconferencing
- Speeches
- Brainstorming sessions
- Grapevine
- Interviews

History of Speech in Business Communication

Speech is one of the earliest as well as the most widely used medium of communication. We can retrace our memory to the days of Socrates, Demosthenes and others who were great and renowned greek orators. In fact, talking has given birth to several great institutions. The world-renowned insurance company Lloyds is the brain child of some merchants and shipowners who used to meet and discuss the matters of mutual interest at a coffee house on the banks of the river Thames. The Bank of England, the oldest in the U.K. was born out of the deliberations the goldsmiths had amidst themselves. There were and there are great personalities who hold the

audience spell-bound.

Business conversation

Every now and then in business we make conversation – superiors with subordinates superiors, among themselves, subordinates among themselves, customers with suppliers, and suppliers with clients and so on and so forth. Hence, we cannot ignore the importance of speech in business.

Factors affecting Oral Communication

Effective oral communication is a passport to success in business. No fixed norms can be set for effective oral communication. Factors like the audience, size of audience, the degree of significance attached to the information to be spoken, fear of the boss, fear of status, fear of one's own self-advancement, all affect oral communication.

Effective Oral Communication

Often the Chief of a Corporation appearing on television or radio or at a meeting picks his words as if he is a tight-rope walker. He knows that a single word wrongly uttered may shatter his image or that of the corporation which he heads. It is true that all business managers should be adept at communication since they have to communicate with various people at various places about various facts and figures – financial or non-financial – implication of which may have significant impact upon the management of the business. Business communication itself is a difficult subject. It is also very difficult to separate it from everyday activities of business people as it has acquired special significance in their lives. It is imperative for a manager to have good speaking skills to make his assignments successful.

In the early days, much time was spent in generating data of all kinds. However, not much attention was given to the quality of transmission of information. It depends upon the presentation of information by using appropriate words and medium which upgrades the value of the information by the receiver.

As stated earlier, oral communication is the most frequently used means of transmitting messages in business. It is resorted to more often than any other type of communication. The reasons for the popularity of oral communication are its advantages. They are as follows :

(i) Oral Communication Saves Time: It is said time is money. Wherever and whenever action needs to be taken instantly or immediately, the best way to expedite action is to transmit necessary messages orally. Oral communication helps busy people to reassign their workload quickly by giving necessary instructions, guidance and providing information to subordinates. Thus, it saves time and quickens the action.

(ii) Oral Communication Provides the Opportunity for Feedback and Clarification: This process of communication helps the sender of the message to clarify each and every point instantly. The receiver, at the same time, can also express his opinion, views or emotions on the spot. He can ask for clarifications wherever required and get himself satisfied. Thus,

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clarity is better ensured and makes the communication more effective and purposeful.

(iii) Oral Communication Helps to Convey the Message more Appropriately with Suitable Tone, Voice and Use of Words: It can instantly make the receiver of the message understand the content of communication and significance thereof assigned to any particular matter of communication.

(iv) Oral Communication is an Effective Tool of Persuasion in Management: It gives a personal touch to the communication. For this reason, supervisors and executives in all sorts of business enterprises prefer to communicate their views, ideas and opinion orally.

(v) Oral Communication is very Effective in Communicating with Groups: It helps the speaker to establish personal contact with a group of people and make them understand his opinion and views at a single point of time. The speaker can also hear about the group's reaction subsequently.

(vi) Oral Communication is Economical also: It saves manhours to be spent in preparing notes, explanation, circulars, etc. It also saves the stationery of the organisation.

(vii) Withdrawal of Oral Communication is Comparatively an Easy Task: There are at times situations in business when oral communication is preferred to written communication for the latter becomes an official record which can be used as evidence against the person on any legal matters arising later in point of time.

Disadvantages of oral communication

Oral communication is not effective in all situations. Some of its disadvantage are as follows :

(i) Oral communication depends on the mental make up of sender/receiver : Its success or failure depends on the mental make up of the sender/receiver at the time of communication.

(ii) Communication is not a one-sided activity: It has to be kept in mind that communication is a two-way process. The communicator has to use appropriate words to convey the message and the receiver has to have the ability to react to the message spontaneously to give the feedback. The use of right words specially in oral communication make the communication more effective. Saying the right word at the right time to the right person will receive best possible response from the receiver. It is not what you say but how you say it that matters most in oral communication. Thus, only the right word will get the right response.

(iii) Bad/partial Listening Affects Message: Oral communication is totally dependent on listening. Therefore, bad or partial listening may affect the comprehension of the message. People especially in business should develop a habit to listen to the whole message with meanings, ideas, feelings, intentions and facts conveyed, including things that are unpleasant and unwelcome. Moreover, since the feedback is instant the process sometimes becomes extremely lengthy. Some meetings go on endlessly without producing proportionate results.

(iv) **There is No Record or Legal Liability:** Oral communication generally has no record or legal liability. Therefore, it is strongly recommended to confirm important oral messages in writing.

(v) **Its Economy is Control Specific:** The economy of oral communication is dependent on control. Telephone calls, unless kept brief, may also cost a lot of money. Unfamiliar accents and pronunciation caused by regional variations and mother-tongue interference often lead to temporary difficulties for the recipients. In short, it is important to exercise control in order to derive the benefits of oral communication.

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Dictation

In this age of e-mails many managers prefer to send their own replies in certain situations, like replying to routine queries. Instead of drafting long replies/representations the manager can dictate a reply in order to not only save time but also to ensure that his efforts and energy are not wasted on mundane and routine matters and are utilised only on important issues. Resorting to dictation would also depend on the organisational structure, manager's position and the policy of the organisation. Following suggestions may be kept in mind regarding dictation:

- (i) Sort all your incoming mail yourself or leave it to be done by your secretary.
- (ii) Take personal action only on those papers that you feel are important and require your attention. Mark routine replies to your secretary and delegate other matters to relevant staff in your section.
- (iii) Set aside regular time slot(s) for dictation. Whether you schedule it for the morning or afternoon would depend on when you receive your mail and on your personal preference. Be flexible to include emergency dictation when the need arises.
- (iv) Organise your thoughts, plan the reply for a letter and if need be jot down all the points you want to cover before you commence your dictation.
- (v) Be clear in pronunciation. Use simple words and short sentences.
- (vi) Do not repeat words or sentences unless requested.
- (vii) Use your natural voice and normal volume. Halt during any interruptions, like the ring of the telephone or knock on the door.
- (viii) Do not dictate while chewing something or pipe, with something in your mouth, like your cigar, as the words may sound muffled or not come out clear. Moreover, etiquettes don't demand it.
- (ix) Spell out complicated or technical words.
- (x) Pause after you complete a sentence and indicate paragraphs.
- (xi) Listen carefully when the dictation is being read back to you.
- (xii) Give all the letters and supporting papers to your secretary to link the replies, the moment you finish dictating a letter.

Talking on Telephone

It is essential that you use your voice effectively to create a good impression while communicating on telephone. This is because your voice is the sole means of communicating on telephone. It is quite true that the first image/

impression of the organisation is reflected by the etiquettes of the telephone operator. But, it is also essential for the entire personnel to adopt good telephone manners. The following are some suggestions and cues that can help you do just that.

(i) Do not let your telephone ring for too long. Pick it up in the first three or four rings, if possible. This reflects your promptness. It may help if you place the telephone within easy reach and preferably to your left, unless you are left handed.

(ii) Always state the name of the company if speaking on a direct line. If your company has a private branch exchange or a direct line in your section, then always state the name of your department and your name, as well. You could use various styles, for example,

- Secretarial Department
- Finance Cell, Bharat Speaking
- Mr. Shyam's office

(iii) Be clear and audible and do not shout into the mouthpiece. Infer that you have to increase the volume of your voice if you hear "pardon", "excuse me" or some such words from the other end.

(iv) Always be polite, no matter what your mood is or how the person on the other end is talking.

(v) Be formal and do not use words, like 'yeah!' and 'yep!'

(vi) Be careful of your facial expressions and/or body language while talking as they affect the way you sound. If you slouch/slump then you tend to sound tired. If you frown you tend to sound annoyed. So always smile when you speak on the phone as this keeps your voice bright and warm.

(vii) Do not answer the phone in a rush or sound hurried. Be calm and composed. This will help you in sounding relaxed and in being clear.

(viii) Use the name of the person if you recognise him both at the beginning and also before ending the call.

(ix) In case a conflict develops during the course of the conversation, hear the other person out patiently before stating your point. This is basic courtesy.

(x) If you know someone will keep on rambling and will not finish the conversation soon and you are busy and hard pressed for time, make it clear right at the beginning of the call that you can spare only so many minutes to take the call and also add that you are busy. If the situation requires you to carry on with the conversation either suggest that the other person may call you back or you offer to call him back, when you are free.

(xi) Do not eat, chew or drink anything while talking on the phone.

(xii) If someone who is unavailable in the office gets a call politely inform. The caller that the receiver intended is not available. If you are aware with the person's whereabouts you may inform the caller as to when he would be available to receive his call. State your name and offer to take a message. If you do take a message then inform the other person when he gets back or leave a written note on his desk.

(xiii) When leaving messages on an answering machine, be clear and brief. Leave your name, telephone number, purpose of call and what you want the other person to do like call back. Visualising that you are actually talking to the person may help you in overcoming any uneasiness you may feel in talking to a machine.

(xiv) While recording a message on your own answering machine be polite, sound warm and welcoming. Do not be abrupt, tell the callers what details you would like them to leave after the beep. Listening to your own recorded message can help you record a clear sounding message.

(xv) Last but very important-never bang the phone, always replace the receiver gently on the cradle.

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(3) Visual Communication

Visual communication could be with words or pictures or a combination of both. It includes the following :

- Graphs
- Tables/charts
- Maps
- Models
- Demonstrations
- Slides
- Flipcharts
- Neon Hoardings
- Printed/Painted Pictures, Posters, etc.
- Internet without use of multimedia
- Pagers

Advantages and Disadvantages of Visual Communication

Visual communication is useful for conveying information in a manner that makes the data and any relationship between variables clearer and easier for the receiver to follow. Visuals can be used independently. But maximum benefit can be gained from them if they are used as a complement to the main message because then they are more capable of attracting and retaining the attention of the receiver than speech or written words. The main advantage of using visual communication is that the message conveyed using these modes is easily remembered by the receiver and it remains in his memory for a longer period too. However, using this mode is also expensive which is its major disadvantage.

(4) Audio-Visual Communication

The rapid advancements taking place in the field of information technology have brought about unprecedented changes in the communication systems the world over. In this scenario the modes of audio-visual communication assume more importance.

The means of audio-visual communication include:

- Television/video/cable
- Cinema
- Internet with multimedia

- Video conferencing
- Presentation using visual aids or electronic presentation

The greatest advantage of this mode is that it aims at stimulating the senses of both sight and hearing simultaneously and thus enhances the effectiveness of the message. The other advantages are its wider reach and the fact that the message is remembered for a much longer time, than it would be, if it had been conveyed by any other mode of communication. Here again the high cost factor involved becomes greatest disadvantage.

Choice of Means and Mode of Communication

Choosing of the right means and mode of communication plays a vital role in the effectiveness of the message being communicated. Such choice depends on various factors such as:

(i) Organisational Size and Policy: If the organisation is small probably more communication will be oral, than in the larger organisations where it may be more in writing. The policy for communication will also play a major part in influencing one's choice of mode of communication.

(ii) Cost Factor: The main point to be considered here would be to evaluate whether the cost involved in sending the message would commensurate with the results expected.

(iii) Nature of Message: Whether the message is confidential in nature, urgent or important whether a matter would require hand-delivery or could be sent by registered post, etc. also influence the choice of mode and means of communication.

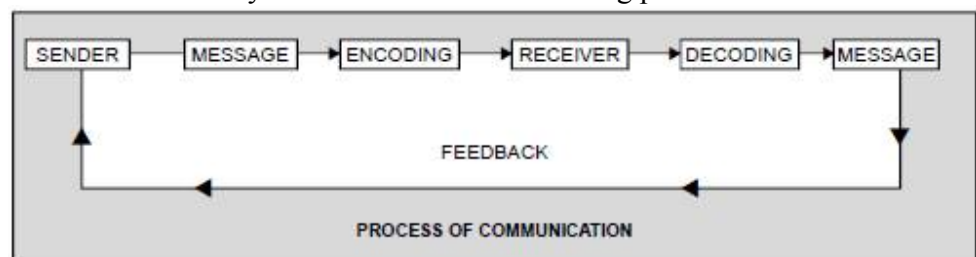
(iv) Distance Involved: Where the message is to be sent is also another vital factor which could influence the choice of means and modes of communication. For example, if a letter is to be sent to a partner in a joint venture in Japan and is urgent, still you would not think of sending someone to personally deliver it.

(v) Resources: The resources available to both the sender and receiver would also influence your choice. You can send a fax only if the other person/organisation has a fax machine.

Therefore, we can see that the choice of a particular mode and means of communication varies with situations involved and is influenced by various factors.

PROCESS OF COMMUNICATION

Having gone through various means and factors influencing the choice of the communication, let us now discuss the process of communication. Let us now discuss the process of communication. The process of interpersonal communication may be divided into the following parts:



Sender

The first step is at the level of the sender. An idea or an argument is initially formed in the mind of the sender.

Once the person feels the need to share it with someone, say a business associate, he has to convert it into a message.

Message

The idea or message, which the sender wants to convey, at this stage may be quite vague. It has to be given a concrete shape by encoding it in suitable words or symbols.

Medium

Once the communicator is satisfied that he has found the right words to express his message and that it is likely to be understood accurately by the receiver, he looks for an effective medium or mode. This medium may be in the form of a letter or report, fax or telegram, telephone or email.

Receiver

When the message reaches the other person, i.e., the receiver, the functions are discharged in reverse. The receiver has to decode the message in order to determine its meaning. The contents of the message provoke a reaction or a response in his mind. This is the germination of an idea or an argument similar in nature to what happened in the sender's mind sometime earlier.

Feedback

From this stage, the receiver takes on the sender's functions. His reaction or response has to be similarly encoded or expressed in words or symbols. He also needs a medium to send this response across to the other person. His message is in the form of feedback, which completes one cycle of interpersonal communication.

The process of interpersonal communication appears to be quite simple and it looks like it would not pose a problem in communicating with anyone. But real life experiences are different. In real life situations a lot of misunderstanding happens in our personal and professional lives hindering the success of communication. Every time someone utters the word "Pardon", a communication failure has taken place. Requests for repetition or seeking of clarifications also imply that communication has not been effective.

Noise

Most of the time communication failure is caused by noise. Noise is distracting and interferes with the communication process. If the channel medium we are relying upon is faulty the message may be at times encoded wrongly. Sometimes distortion in sound or a speech defect also hampers the process of effective communication. Besides noise, sometimes sender's attitudes, personal prejudices, certain assumptions, frame of mind or use of wrong tone interfere with the communication process. Similarly, on the

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other end the receiver's background, prejudices, his ability to understand the message as intended, influence the effective communication.

Apart from these factors speech defects, distracting body language, illegible handwriting, etc. bring about the failure of communication.

PRINCIPALS AND ESSENTIALS OF COMMUNICATION

The key to success business partly lies in being able to communicate effectively; one should make a conscious effort to master it. Effective communication depends on three things: "Understandable messages, credibility of the sender, and how the message affects the receiver".

A thorough knowledge of the communication process is a prerequisite to learning effective communication. The employees in an organization should be aware of various barriers that exist in their way and hamper effective communication. Therefore, they should take conscious and relevant steps to overcome these hindrances and focus on the main objective of communication, i.e., who the communication is meant for and under what circumstances it is being made.

Seven C's of Effective Communication

- Clarity of expression,
- Completeness of information,
- Conciseness of message,
- Concreteness in presentation,
- Courtesy towards recipient,
- Correctness of facts, and
- Consideration for the receiver.

The following guidelines ensure effective communication:

(i) Choose the Right Means and Mode: It is most important to choose the right means and mode of communication. This would depend on the organisation, its size, its policy, cost involved, urgency, distance, resources available, confidentiality, safety, security, necessity for official record of the communication, the recipient and the resources available.

(ii) Own your Messages: It is important to take responsibility for what we say. It is common to come across instances where the sender chooses vague or general terms to denote the sender. When you state that many shareholders are unhappy with the proposed merger of the company, you may or may not be speaking the truth. You do not specify who those shareholders are. Therefore, the officials of the company may not accept. So use personal pronouns to lend credibility to your messages. Long business reports, commercial terms and conditions or legal provisions are an exception since they may be drafted using passive verbs and employing a formal tone.

(iii) Offer Complete and Relevant Information: Messages must offer complete and relevant information in order to become effective. Incomplete information makes it necessary to begin another cycle of communication to issue clarifications.

For example: It is not enough to just say that the register will remain closed from 28th to 30th March. It does not become clear to the receiver which

register we are talking about and why it will be closed. Our message must state clearly that the register of shareholders will remain closed in order to determine the names of the shareholders entitled to receive the dividend.

(iv) Obtain Feedback: Feedback is the culmination of the communication process. It confirms that the receiver has correctly understood our message. We may get a feedback through an appropriate closing. The closing line of a business letter often invites such a response. When sending out a cheque, we often ask the receiver to acknowledge its receipt. Similarly we ask the other party to confirm that the appointment is suitable to then for a proposed important business meeting.

(v) Think of the Recipient: Effective messages are invariably “you-centered”. We do not address the President of our company in the same manner as we speak to a fellow manager. The rank of the former demands careful thought and respect. Familiarity with the latter may make them and us feel more at ease.

For example: A doctor may discuss a case with a specialist in medical terms but switches over to a layman’s language when talking to the patient. A lawyer does not use the legal jargon with a client; he reserves it for the courtroom. Therefore, we must take into account the attributes of the receiver before drafting the message.

(vi) Verbal and Non-verbal Congruence: As explained earlier, meanings are often communicated in more than one way. For example, our words as well as gestures simultaneously send out signals. A message of welcome should ideally be uttered with a smile. Angry words are spoken with a frown. To put it in another way, our words and facial expressions must send out similar messages. A reprimand administered with a smile would send out wrong and conflicting signals. It will leave the receiver guessing whether the sender is actually annoyed or is just pretending to be so.

(vii) Repeat if Necessary: Repetition is generally avoided in order to save time and space. However, in exceptional circumstances, repetition ensures that the crucial part of the message is not ignored or overlooked. Telegraphic messages, which by nature are brief, often use repetition for good effect.

Example of a telegraphic message:

Do not repeat do not despatch goods till further notice.

In ordinary communication, we may state the same fact using different words to get the benefits of redundancy and ensure comprehension. Use of different channels of communication also ensures successful communication.

For example, a telephonic message may also be sent in writing later just to confirm the same.

(viii) Do not Judge: Unfavourable judgments provoke reactions and are better avoided. If a subordinate has not finished the work allotted to him on time, the boss has two options. He may either point out this fact in a plain and matter of fact tone or may reprimand him for being lazy, good-for-nothing guy who should be fired immediately.

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The first option is clearly preferable and strengthens the credibility and trustworthiness of the sender.

(ix) Rely on Facts: Facts lend credibility to our communication since it is not possible to refute them. If a candidate claims that he has a typing speed of fifty words per minute, it is possible to verify this claim. Opinions on the other hand are subjective. A claim that one is a good typist is at best vague. It depends on what the claimant expects a good typist to be like. While it is not possible to exclude opinions from our messages, we can make them acceptable by quoting facts in their support. However, reliance on selective facts will only affect our trustworthiness.

TYPES OF COMMUNICATION

Communication may be divided into two types: Internal and External.

Internal Communication

When people within the organisation communicate with one another, it is said to be an internal communication. Employees of an organisation do so to work as a team and realise their common goals. Internal communication could be official or unofficial. It could be individual to individual, individual to group, group to individuals, department to department, etc. Most of the internal communication is in the oral form and the tone is generally informal.

People also communicate within the organisation at a personal level. This is known as informal communication.

A good example is that of grapevine, which is present in some measure everywhere. If the atmosphere is secretive, it encourages the spread of rumors and half truths. Intelligent managers use this human weakness to their advantage by sharing favourable information with the employees.

Of the various modes of visual communication the most likely ones to be used in internal communication are slides, internet without use of multimedia and pager.

All modes of non-verbal communication may be used in internal communication.

Some of the modes of written communication are Memo, Report, Office order, Circulars, Staff Newsletter, Email, Fax, Notice, Agenda, Notes on Agenda, Minutes of Meetings, Manuals, etc.

Other than the Radio, all other modes of oral communication stated earlier, could be used in internal communication.

Internet with multimedia, video conferencing and presentations either electronic or with visual aids are the likely modes of audio-visual communication that can be used in internal communication.

External Communication

When the people in an organisation communicate with anyone outside the organisation it is called external communication. These people may be clients or customers, dealers or distributors, media, government agencies, general public, regulatory bodies, authorities, etc. Letters and circulars, Price-lists, Manuals, Purchase Orders, Customised reports, Brochures and service calls, Tender documents, Advertisements, Customer' feedback

material are all external communication methods. Modern business houses spend considerable time, money and effort on improving their public image since they realise that they are dependent on external support.

External communication has been mainly formal and largely documented, but there is an increasing trend to make it informal.

Some of the modes of written communication that may be used are Circulars, Graphs/Charts, E-mail, Fax, Form/Questionnaire, Letter, Advertisement, Customer Newsletter, Press Release, Invitation, Leaflet/Brochure/ Handbills, Manuals, Telegram, etc.

Other than intercom, dictation, teleconferencing, brainstorming sessions and grapevine, all other modes of oral communication stated earlier can be used in external communication.

All modes of visual and audio-visual communication stated earlier too may be used in external communication.

All modes of Non-verbal communication may also be used in external communication depending on the circumstances and means of communication chosen for the purpose.

Communication Flows

The flow of communication in an organisation depends on its size, structure and philosophy. Smaller organizations, with fewer levels of hierarchy and people may be having fewer communication problems. In larger organization with many hierarchical levels, the process is more complicated. However, a comprehensive organisational chart will help in clearly marking out the lines or channels of communication. The flow or pattern of communication may be downward, upward, diagonal or horizontal.

Downward Flow

Traditional organisations have a vertical structure. All the important decisions are taken at the top. These are communicated through different levels of hierarchy to the workers. The disadvantages of such a chain of command are many. Firstly, it creates an authoritarian atmosphere in the workplace. Secondly, the message is often distorted as it comes down through different levels. Thirdly, it also consumes a lot of time and leads to avoidable delays.

Upward Flow

With the passage of time, management styles have also undergone a change. The role of workers in the progress of industry has begun to be appreciated. Workers' empowerment and their participation in management are the buzz-words. It is natural for the workers to feel involved in their organisations once they realise that their interest coincides with that of the management. The result has been an increase in the flow of upward communication.

Diagonal Flow

Often there arise situations where tasks to be completed involve more than one department in the organization and there is more often no obvious line of authority. In such circumstances the insistence on the use of proper

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channels in communication may affect the efficiency of management and may cause undue delays in the completion of the task.

Sometimes, it is just not possible to give or seek crucial information only through the right channel. It has also been found that information is suitably distorted or filtered by superiors before it is allowed to reach the decision makers. Therefore one has to enable people to talk to lower or higher ranks freely rather than wait indefinitely. Diagonal communication is based on cooperation, goodwill and respect between the parties concerned.

Horizontal Flow

This type of communication flow usually takes place between people of the same status/level of hierarchy in the organization. However, as flatter organizational structures have now become the order of the day, people of different ranks now manage to converse with less reserve and formality. There are many advantages of such openness. Policy decisions are no longer shrouded in mystery. Workers are encouraged to ask questions and understand the compulsions of hard decisions. There is better understanding and coordination. However, it is important to continue to respect the authority, use appropriate language and show good behavior.

BARRIERS TO COMMUNICATION

There are certain barriers that cause communication failures. Communication failures may have serious effects. They affect personal or professional relationship to the extent of causing a rupture. At the personal level, such failures may cause low self-esteem. As the confidence level falls, the productivity graph also plunges lower and lower.

Failure to communicate effectively within the organisation, may cause disruption or delays in achieving targets. From the point of view of finances, a communication failure may mean higher project cost and thus affect profitability. In business, the role of communication is even more important. A failure to communicate effectively may result in financial loss. For example, a failure to explain the terms clearly may lead to the cancellation of an order. There may even be loss of goodwill if an aggrieved customer is not handled tactfully.

Communication failures may be caused due to many reasons. A few of them are as follows:

(i) Lack of Planning: Every message is conveyed with a specific purpose in mind. One needs to know one's own abilities to express the message well. Simultaneously, the personality and attributes of the recipient and the limitations of the medium also have to be considered. If a message is communicated without adequate planning, the desired result would not be obtained.

For example, an invitation to potential investors to deposit money in a mutual fund may not offer all the relevant details, such as entry and exit points and all the risks involved. This would lead to a loss of interest of the investors in the scheme. While drafting a message, one has the option of revising it. In oral communication, the words are comparable to arrows, once

released, they do not return. Therefore, one must choose one's words with care.

(ii) False Assumptions: In many communication situations, the sender starts with several assumptions, which may not be true. The receiver may also wish to be understood in a certain way and encourage false assumptions by the sender. Therefore, the result will be anything but along the expected lines.

For example, a Quality Control Manager should first check whether the workers are familiar with the Six Sigma Standards before pulling them up for non-adherence. Their silence during the verbal onslaught may only mean that they do not want to admit their ignorance.

One more example:

India's premier intelligence agency, Research & Analysis Wing invited IT experts from abroad to train its agents in cyber crime. After a grueling three-day session, those conducting the programme invited questions. A member of the audience raised his hand and asked without any expression on his face, "What is the difference between a phone and a modem?" – News report

(iii) Ambiguity: We must remember that our intentions are strictly private. They are only known to us. Therefore, the receiver may not accurately understand the meaning intended by us. A wrong inference is often drawn when the message yields more than one meaning.

For example, the instruction that relevant details must be submitted for preparation of order by Saturday is ambiguous. It does not clarify whether the details are required by Saturday or that the order must be prepared by that day.

(iv) Distortions: Many communications do not register because the receiver is busy or preoccupied with other things. While the sender believes that he has delivered the message correctly and the desired action will follow, Truth is that the receiver has not understood it at all; or he may have done so in part only. It is also common for a receiver to distort the meaning to suit his expectations.

'Productivity linked bonus will be paid on the 7th of next month subject to realisation of outstanding payments' has a conditional clause. The workers could conveniently forget this when they storm the office to claim the money on the 7th.

(v) Passing Judgments: Many communication failures are caused because the message tends to pass a judgment against the receiver. Therefore, it is not received at its face value. Giving precedence to expression of opinion over the facts and use of offensive or annoying expressions ensure that the receiver becomes guarded and defensive.

For example, a supervisor was aghast when he found a worker using a welding torch close to where the inflammable material was stored. He showered abuses at the worker, pushed him away and accused him of trying to destroy the factory. When he returned after ordering the removal of the

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material, the workers had proceeded on a spontaneous strike. It took half a day to assuage the feelings of the striking workers and to restore normalcy.

Had the supervisor only stated the facts and explained the risks, the communication failure and the repercussions could have been avoided.

(vi) Implied Meanings: Messages may not always convey a meaning in a straightforward manner. If the background of the sender and the receiver is not similar. In such a case it is possible for the latter not to uncover the implied meaning. For example, a reference to weather is often indicative of a desire to change the topic of discussion. Lack of familiarity with slang or colloquial expressions often causes communication failures.

(vii) Lack of Trust: The relationship between the sender and the receiver plays an important role in a effective communication. If the two of them do not share trust and understanding, there is a strong possibility of a communication failure. The information shared by them will be minimal. Both of them will also tend to treat the information received with suspicion. For example, even a compliment paid by a hostile boss is likely to be received by a subordinate with caution. He may wonder what the actual intention of the boss is.

Review Questions :

Q1-Discuss the Characteristics of Communication

Q2-What Are the Importance of Communication

Q3-Write about the Advantages and Disadvantages of Visual Communication

Q4-What Do You Mean By Process of Communication

Q5-What Are the Principals and Essentials of Communication?

Further Readings

By Dr. V K Jain

By Rathore P.S.

By V.K. Jain and Omprakash Biyani

By Courtland L. Bovee and John V. Thill

By Ruchi Gupta

UNIT-03 ESSENTIALS OF GOOD ENGLISH

ESSENTIALS OF GOOD
ENGLISH

- ❖ Introduction -Enriching Vocabulary
- ❖ Choice of Words
- ❖ Grammar and Its Usage
- ❖ Tenses
- ❖ Sentence Construction
- ❖ Spellings And Pronunciation
- ❖ Review Questions
- ❖ Further Readings

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INTRODUCTION -ENRICHING VOCABULARY

Communication is an essential condition of our existence and the most important activity of ours. The word 'communicate' has been derived from the Latin word 'communicare' that means to 'share' or 'participate'. Everybody knows that most of the time, through speech or writing or any other means, like exchange of a common set of symbols, we are sharing information with other human beings.

To gain proficiency in English language, we need to focus on building our vocabulary.

Everyone has an active vocabulary, which means words that one knows well and uses frequently. However, business communication is different altogether. Failure to communicate effectively may result in loss of business. If one fails to convey the message clearly, it will adversely affect the image and profitability of business. Therefore, one should not only increase one's active vocabulary by adding new words to it but also learn their exact meaning and more importantly their right usage. For example, 'strategies' in marketing are legitimate and serious tactics adopted in order to sell more, but 'gimmicks' on the other hand suggest trickery, an attempt to fool the customer. Therefore, to equate the two words would be a mistake.

1. CHOICE OF WORDS

The words you would choose to communicate with someone depend on the following factors:

– The range or repertoire of your vocabulary.

Unless you know a word you would not be able to use it.

– Your audience or person you are communicating with.

Firstly, you must assess the literacy level of the audience or person. Then try to find out what kind of situation you are in – whether the audience or person is senior or junior to you; whether you are formal or informal with them, etc., these considerations will help you greatly in the choice of words.

You could hardly use a slang or a code word in describing a colleague in an official memo, Can you?

– Type of communication.

Whether it is formal or informal, oral or written, these factors will also influence your choice of words.

- The message you intend to convey.

The urgency, disappointment, the level of accuracy required, etc. can also be conveyed through the apt words. Therefore, these too will influence your choice of words.

- Context and usage.

Certain words can only be used in a particular context, and if they are used otherwise, they would convey the wrong sense; hence influencing the choice of words.

- Regional or national differences in language or connotation also influence your choice of words.

‘Liberal’ in Britain has a positive meaning. It means generous and open minded, whereas in America it is used as a term of political abuse.

Tips for choosing the right words

However, some general points one could keep in mind while choosing the right and apt words in communication are:

- **Simple language:** Simple language produces the best and the quickest response from everyone. But one must try not to sacrifice precision or dignity. There are occasions when easy comprehension must take a back seat. At times long and unusual words have to be used because they are more precise. For example, legal language is far from simple. Hence the legal draftsman has to keep the complexity of situation in mind. He may end up using a complex language.

Using familiar words does not mean using colloquial English. Colloquial English is perfectly polite and acceptable in informal conversation, but it should not be used in formal writing. For example, haven’t, won’t and can’t have no place in prose, unless you have reproduced the text of a conversation.

Apart from colloquialism, there is no set rule for using familiar words. The important thing is to avoid a show of pedantry (an ostentatious and inappropriate display of learning) and undesirable complexity.

- **Jargon:** Jargon means a language that is unique to a particular field of knowledge, e.g., science, technology, art, trade or a profession. There is for instance legal jargon, military jargon, and political jargon.

Should we avoid all jargons in our writing? The question is not easy to answer. All true jargons have two parts: One is the private language that only the persons in that particular field can understand. Over a period of time this private language gains wider currency and becomes incorporated in the general language used by the public. There cannot be any objection if this kind of jargon is used in writing.

- **Avoid using superfluous words/Verbosity:** Verbosity (an expressive style that uses excessive or superfluous words) or using more words than necessary is a common weakness. Many public speakers, especially politicians go on speaking in the hope of ultimately saying something sensible. This tendency is quite apparent in writing also. It has been well

defined as an extension of Parkinson's Law-words increase in number to fill the quantity of paper available. More words do not necessarily lead to greater clarity. Nor do difficult and high sounding words lend weight to the argument. They tire the reader out and obscure the meaning.

ESSENTIALS OF GOOD
ENGLISH

2. HOMONYMS (Pairs and Groups of Words)

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There are several pairs or groups of words that have similar sound. But they are different in spelling and meaning. They may be as simple as two-too, there-their, in-inn, ring-wring or more difficult, like principal-principle, stationary stationery, except-accept. These are called homonyms. These words have to be cautiously used while writing.

Hereunder we present a few groups of words indicating their usage.

(i) Access-Excess

Access: The workers could access the manager freely. (approach)

Excess: The production is far in excess to the target. (more than)

(ii) Accident-Incident

Accident: She met with a serious accident. (mishap)

An accidental meeting is a meeting by chance.

They met accidentally in the theater (by chance).

Incident: The Chairman narrated an interesting incident. (event)

An incidental expenditure is an expenditure occurring by chance in connection with something else.

(iii) Advice-Advise-

Advice: Advice is a noun and the end-sound is-s.

Anyone can offer advice.

Advise: Advise is a verb and the end sound is-z.

My father advised me to work hard.

(iv) Affect-Effect

Affect: Poverty has not affected his honesty. (influenced)

He affected indifference to his beloved in the presence of his father. (pretended)

Effect: Education has had no effect on his behaviour. (result)

The Director effected some changes in the company. (brought about)

(v) Bare-Bear

Bare: His feet were bare and they were bleeding. (uncovered)

The bare walls of the room had nothing on them. (naked)

Bear: Who will bear this loss? (endure, suffer)

Please bear with us till the site is under construction.

(vi) Beneficial-Beneficent

Beneficial: Progressive measures are beneficial to the whole society.

Beneficent: Beneficent people are worthy of respect. (one who does good to others)

(vii) Berth-Birth-

Berth: I could not get the lower berth in the compartment. (a fixed narrow shelf-like bed in a railway carriage, ship, etc.)

Birth: The birth of a child is rejoiced by the parents. (coming into life, begin to exist)

(viii) **Casual-Causal**

Casual: His casual remark offended his brother. (acting or speaking without much care or thought)

He takes casual interest in the school activities. (occasional, irregular)

He was dressed casually. (informally)

Causal: There is a causal relationship between exercise and health. (relating to, or acting as a cause)

(ix) **Check-Cheque**

Check: Who can check the work of an officer? (verify)

Cheque: He gave me a blank cheque. (a negotiable instrument used in trade)

(x) **Cite-Site-Sight-**

Cite: He cited an example in support of his argument. (quoted)

Site: This is the new site for the college building. (place)

Sight: What a beautiful sight ! (a view, a glimpse)

(xi) **Decease-Disease**

Decease: Let us pray for the soul of the deceased. (dead)

Disease: Cancer is a terrible disease.

(xii) **Dependent-Dependant (relying on someone)**

Dependent: Bangladesh is dependent upon friendly countries for help. (used as an adjective)

Dependant: The Prince had a number of dependants. (as a noun)

(xiii) **Device-Devise**

Device: He invented a new device to save labour. (used as a noun)

Devise: They devised a new plan to outwit him. (as a verb)

(xiv) **Elicit-Illicit**

Elicit: A polite letter will always elicit a reply. (draw out)

Illicit: There were many illicit distilleries in the village. (unlawful)

(xv) **Exhausting-Exhaustive**

Exhausting: Football is an exhausting game. (tiring)

Exhaustive: The book deals with this problem exhaustively. (considering all aspects in detail)

(xvi) **Emigrant-Immigrant**

Emigrant: Haldane was an emigrant from England. (one who leaves his country to settle permanently in another)

Immigrant: There are many Indian immigrants in Britain. (one who goes to live permanently in a foreign country)

(xvii) **Ghastly-Ghostly**

Ghastly: The sight of the wounded at the accident site was ghastly. (horrible)

Ghostly: He saw a ghostly figure in the room. (ghost-like, eerie)

(xviii) **Historic-Historical**

Historic: India won a historic victory over Pakistan. (famous in history, memorable)

Historical: This historical fact can easily be verified. (relating to history)

(xix) **Human-Humane**

Human: It is human to err. (characteristic of mankind)

Human beings can think. This makes them different from other species.

Humane: India accorded a humane treatment to Pakistani Prisoners of War. (compassionate or benevolent)

(xx) **Lose-Loose**

Lose: You have more to gain than to lose by listening to your elders. (be deprived of)

Loose: Loose clothes are again in fashion these days. (not fitting tightly)

(xxi) **Momentary-Momentous-Memento**

Momentary: A momentary pleasure may be a curse for a lifetime. (lasting only for a few moments)

Momentous: The split in the party was quite momentous. (of great importance)

Memento: This pen was given to me as a memento by my uncle. (something that serves to remind one of a person or event)

(xxii) **Negligent-Negligible**

Negligent: Negligent driving can risk your life. (careless)

Negligible: There is a negligible difference in the rates quoted by both the companies. (insignificant)

(xxiii) **Observance-Observation**

Observance: Strict observance of rules is a mark of a good sportsman. (practice of observing rules)

Observation: Science makes progress through observation. (the process of observing or monitoring)

(xxiv) **Persecute-Prosecute**

Persecute: In some countries, people are persecuted for their religious beliefs. (persistently harassed)

Prosecute: He was prosecuted for rash driving. (to start legal proceedings against)

The accused was prosecuted for committing murder.

He had no resources to prosecute his studies. (pursue/continue with a view to complete)

(xxv) **Plain-Plane**

Plain: Plain, blunt men are never popular. (frank, out spoken)

Plane: His superstition places him on the same plane as the tribals. (level)

(xxvi) **Popular-Populous**

Popular: Gaurav is very popular among girls. (liked or admired)

Populous: Delhi is the most populous city in India. (having a large population, thickly crowded)

(xxvii) **Practice-Practise**

Practice: Constant practice will make you perfect. (used as a noun)

Practise: He practises law in Delhi High Court. (used as a verb)

(xxviii) **Refuge-Refuse**

Refuge: He sought refuge in my home. (place of shelter from danger)

Refuse: He refused to accept any gift. (not to accept, decline)
Indian streets are littered with refuse. (dirt)

(xxix) **Root-Route-Rout**

Root: Let us get to the root of the matter. (basics, core)

Route: We shall take the shortest route. (way)

Rout: The enemy army was routed. (completely defeated/forced to flee)

(xxx) **Social-Sociable**

Social: Dowry is a social evil. (relating to society)

Sociable: A sociable man is welcome in any company. (a friendly person)

(xxxi) **Stationary-Stationery**

Stationary: The truck hit a stationary car. (standing still) (used as an adjective)

Stationery: He sells stationery. (noun) (pen, paper, pencil, etc.)

(xxxii) **Union-Unity**

Union: Union is strength. (being united)

Unity: Mahatma Gandhi worked ceaselessly to bring about Hindu-Muslim unity. (The state of being united)

3. SYNONYMS

Synonyms are words that have very nearly the same meaning, for example:

(i) easy, simple, light, effortless, facile, smooth.

(ii) effort, exertion, pains, trouble,

(iii) elastic, flexible, supple, springy, resilient.

It is extremely difficult, if not impossible, to find two words in English which have exactly the same meaning and usage. Words which at first sight seem to be identical on a closer examination can be distinguished by some shade of meaning or some manner of usage. Begin, commence, start and initiate, are all synonyms which mean 'to set something going or in progress'. Begin is the most common word, commence is used on formal occasions, for court proceedings, religious and other ceremonies and military operations; start suggests a setting out from a particular point on a journey, course, etc., often but not necessarily after an action or waiting; initiate implies taking of the first step or steps as in a process. You can say:

They started from their home. The ship set out on its voyage.

If you use any other synonym in the place of set out it will not give you the exact meaning.

Two words may look alike and yet there may be a slight shade of difference in their meaning. Therefore, most of the time they cannot be interchanged. Finding and knowing synonyms is helpful in the sense that it enhances your vocabulary by increasing your stock of words. Moreover, it helps you to pick and choose the appropriate word which alone can convey the proper meaning.

Important Synonyms

The following list should be carefully studied with the aid of a dictionary and the best way to learn the words, of course, is by practising their usage.

Word

Abandon

Synonym

leave, forsake

Abhor	detest, hate, loathe
Abnormal	unusual, unnatural
Able	competent, capable
Abstain	Refrain, withhold
Abridge	shorten, curtail
Absolute	unrestricted, unalterable
Absurd	silly, ridiculous
Abundant	plentiful, ample, copious
Accessory	additional, auxiliary
Achieve	accomplish, execute, gain
Accumulate	collect, store
Adept	proficient, skilled
Adequate	sufficient, satisfactory
Adherent	follower, disciple
Admiration	praise, approbation
Affliction	distress, sorrow
Audacious	bold, daring
Awkward	clumsy, embarrassing
Brisk	lively, agile
Callous	hard, unsympathetic
Candid	sincere, frank

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4. ANTONYMS

Antonym is a word opposite or contrary in meaning to another word.

As has already been noted that there are no true synonyms, that is, no two words mean exactly the same thing. There is often some shade of difference in the meaning. In most cases exact meaning or appropriateness of a word depends upon the context in which it is used. It being so, a word may have more than one antonym.

Example: The antonym of soft that comes at once to mind is hard. But there are many other possibilities.

Soft drinks against hot drinks

Soft colour against bright colour

Soft tones against weird tones

Soft texture against rough texture

Soft light against glaring lights

Similarly the opposite of

a slender cane would be a thick cane

a slender man would be a fat man

a slender chance would be a bright chance.

Important Antonyms

A List of Words with Antonyms is given below:

Word Antonym

Ability	Inability
Able	Unable
Abnormal	Normal

Above	Below
Absent	Present
Absolute	Limited
Abundance	Insufficiency
Accept	Reject
Accord	Discord
Action	Inaction
Active	Inactive

5. SINGLE WORD FOR GROUP OF WORDS

1. A shortened form of a word or phrase	abbreviation
2. Renounce a throne, high office of dignity	abdicate
3. To formally put an end to	abolish
4. Often lost in thought and unaware of one's surroundings	absent-minded
5. To move faster	accelerate
6. Free from error	accurate
7. Science of production, transmission, reception and effect of sound acoustics	
8. One who performs gymnastic feats	acrobat
9. One who calculates insurance and annuity premium, etc.	actuary
10. The period of life from puberty to maturity	adolescence
11. Make impure by adding inferior substance	adulterate

GRAMMAR AND ITS USAGE

English language follows a set of rules like all other languages. Broadly speaking, the part of Grammar concerned with changes in the form of words by internal modification or by affixation is known as accidence and the manner in which these words are arranged in the form of a sentence is called syntax. For example, the root word 'contradiction' is a noun. It can be changed into different parts of speech. If you say 'contradict', it becomes a verb and if you say 'contradictory' it becomes an adjective.

Good dictionaries give all the changes that a root word can undergo.

PARTS OF SPEECH IN ENGLISH

Words are divided into eight classes according to the work they do in a sentence. They are as follows :

- Noun
- Pronoun
- Adjectives
- Verbs
- Adverbs
- Prepositions
- Conjunctions
- Interjections

These word classes are called Part of Speech.

They are to explained below:

NOUNS

A noun is "naming word". It names somebody or something.

Rahul took the dog to park.

The car makes a lot of noise.

Look at the example above. A noun is the name of a person (Rahul), animal (dog), place (park), thing (car) or idea (noise).

KINDS OF NOUNS

Nouns may be divided into (a) common nouns and (b) proper nouns.

Common nouns are the names given in common to all persons, places or things of the same class. For example, bank, shop, market, etc.

Proper nouns are the names of particular persons, places or things. For example, India, Larsen and Tubro, Delhi, January, etc.

Collective Noun : Common nouns include another class known as collective nouns. A collective noun names a group of people, animals or things regarded as a whole., e.g., batch, company, university, crowd, flock, etc.

PRONOUNS

Pronouns are used in place of nouns. They may be :

Personal Pronouns : To represent person or things., e.g., I, we, you, she, he, it him, us, them, etc.

Relative Pronouns : The most common relative pronouns are whom, which and that.

A relative pronoun acts as a pronoun and as a conjunction at the same time.

This is the boy who save my life.

Possessive Pronouns : These show possession, e.g., mine, ours, yours their, its and hers.

ADJECTIVES

A word used to describe or point out, a person, animal, place or thing which the noun names, or to tell the number and quantity, is called an Adjective.

Rani is a clever girl (Girl of what kind?)

He gave me six books (How many book?)

Two or more words can be joined with a hyphen to form a compound Adjective, e.g., government-financed project.

VERBS

A verb is a word that tells or asserts something about a person or thing. Verb comes from Latin Verbum, meaning a word. It is so called because it is the most important word in the sentence.

A verb may tell us :

1. What a person or thing does; as

Rohit runs.

The bell rings.

2. What is done to a person or thing; as

Ram is beaten.

The door is broken.

3. What a person or thing is, as

The boy is hurt.

The chair is broken

I feel sad.

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Hence, a verb is a word used to tell or assert something about some person or thing.

ADVERB

While **Adjectives** **qualify** or add to the meaning of nouns, **adverbs** **modify** the meaning not only of verbs, but also of adjectives, prepositions, conjunctions, etc.

The following sentences illustrate the varied use of adverbs:

Small investors find it very difficult to invest wisely.

(The first adverb **very** modifies the adjective **difficult**, and the second adverb **wisely** modifies the verb **invest**).

The CEO is an exceptionally sharp manager.

(The adverb **exceptionally** modifies the adjective **sharp**).

The cash counter is right behind you.

(The adverb **right** modifies the prepositions **behind**).

We have given this book to you only because you are a good reviewer. (The adverb **only** modifies the conjunction **because**).

PROPOSITION

A **Preposition**, by definition is placed before a noun or its equivalent in order to show its relationship in terms of time, place, etc.:

The space above the room houses the conference facility.

(The preposition **above** explains the relationship between the room and the conference facility).

There are hardly any rules governing the use of prepositions, some people feel that it is inelegant to put them at the end of a sentence since they are basically used as link-words. However, as Fowler points out, "Almost all our great writers have allowed themselves to end a sentence or a clause with a preposition." The thumb-rule is that the sentence should read well.

It is largely the usage that determines the choice of a preposition. Americans tend to drop them but it is largely colloquial. A wrong preposition certainly changes the intended meaning. Therefore, we have to learn the use of prepositions carefully. All standard dictionaries list the root word along with different prepositions or adverbial phrases and also show the difference in meaning.

For example:

The root word **Get** conveys italicised meanings when used with:

...**about**, move or spread

...**across**, be understood

...**ahead**, make progress

...**along**, manage

...**at**, gain access to

...**away**, escape

...**over**, forget

...**round**, persuade

CONJUNCTION

Conjunctions join words or even sentences conveying related ideas. Two commonly used conjunctions are

- and
- but.

We received your letter and telegram but regret our inability to attend the meeting.

Conjunctions may also be used in pairs, e.g. neither-nor, either-or, not only-but also, both-and, whether-or etc.

Such conjunctions are known as **Correlative Conjunctions**.

INTERJECTION

Interjections are words which are used in a sentence to express strong emotion or feeling. They may not form a part of its grammatical structure.

Some of the common interjections are: Hi !, Alas !, Oh !, etc.

TYPES OF VOICES

As a general rule, we should use **Active Voice** in our sentences. Such sentences are shorter, direct and emphatic.

For example;

Please place the order within sixty days of the receipt of the quotation.

An exception is however made when sending out negative messages or fixing responsibility.

For example, out of the two responses given below, the latter is likely to be received better:

You have failed to place the order in time.

Unfortunately the order has been delayed.

Passive Voice is also found more suitable while drafting legal formulations as no identifiable subject can be mentioned.

For example:

Follow the traffic rules, while driving. (Active Voice)

The traffic rules should be followed while driving. (Passive Voice)

ARTICLES

The words a or an and the are called Articles. They come before nouns. A or an is called the Indefinite Article, because it usually leaves indefinite the person or thing spoken of; as,

A doctor; that is, any doctor.

The is called the Definite Article because it normally points out some particular person or thing; as,

He saw the doctor; meaning some particular doctor.

The indefinite article is used before singular countable nouns, e.g.,

A car, an apple, a table.

The definite article is used before singular countable nouns, plural countable nouns and uncountable nouns,

e.g., The pen, the pens, the milk, the idea.

The article 'an' is used when the noun to which it is attached begins with a vowel sound (a, e, i, o and u). It is the vowel sound and not the vowels that determines the use of 'a' or 'an'. Vowels with consonant sound take 'a' and not 'an'. For example,

Bring me an apple.

He walks like an Egyptian.
She has planted a eucalyptus tree.
He is an honest man.
He has joined a union.
I have lost a one-rupee note.

USAGE

Usage implies the manner in which the native speakers of a language use it. The “body of conventions governing the use of a language especially those aspects not governed by grammatical rules”, “habitual or customary use” often lays down new standards of acceptance.

For example, ‘It is me’ is generally accepted on grounds of usage even though ‘It is I’ is considered grammatically correct.

Usage may be learnt by reading standard texts and listening to educated speakers of a language.

TENSES

“**In Grammar** – a set of forms taken by a verb to indicate the time (and sometimes the continuance or completeness) of the action in relation to the time of the utterance”; is the meaning that the Concise Oxford Dictionary assigns to the word ‘Tense’. The word tense comes from Latin word tempus, meaning time.

Read the following sentences.

1. I write this letter to my mother
2. I wrote the letter yesterday.
3. I shall write another letter tomorrow.

In sentence 1, the verb write refers to present time. Hence a verb that refers to present time is said to be in the

Present Tense.

In sentence 2, the **verb** wrote refers to past time. Hence it is said to be in **Past Tense.**

In sentence 3, the verb **shall write** refers to future time. Therefore, it is said to be in the **Future Tense.**

Tense

Read these sentences :

1. I read a book. (simple present)
2. I am reading a book. (Present continuous)
3. I have read a book. (Present Perfect)
4. I have been reading a book. (Present Perfect Continuous)

The verbs in all of these sentences refer to the present time, and are therefore said to be in the present tense.

In sentence 1, however, the verb shows that the action is mentioned simply, without anything being said about the completeness or incompleteness of the action.

In sentence 2, the verb shows that the action is mentioned as incomplete or continuous, that is, as still going on.

In sentence 3, the verb shows that the action is mentioned as finished, complete or perfect, at the time of speaking.

The tense of the verb in sentence 4 is said to be Present Perfect Continuous, because the verb shows that the action is going on continuously, and not completed at this present moment.

Thus we see that the tense of a verb shows not only the time of an action or event, but also the state of an action referred to .

Just as Present Tense has four forms, the Past Tense also has the following four forms :

1. I jumped from the window. (Simple Past)
2. I was jumping from the window. (Past Continuous)
3. I had jumped from the window. (Past Perfect)
4. I had been jumping from the window. (Past Perfect continuous)

Similarly, the Future Tense has the following four forms :

1. I shall/will jump (Simple Future)
2. I shall/will be jumping. (Future Continuous)
3. I shall/will have jumped. (Future Perfect)
4. I shall/will have been jumping. (Future Perfect Continuous)

Hence, we may define Tense as that form of a verb which shows the time and the state of an action or event.

SENTENCE CONSTRUCTION

Various Purposes of a Sentence

A group of words, which makes complete sense, is called a sentence.

Grammar also lays down rules for arranging words in a certain order to form meaningful sentences. Sentences may be formed to:

- Make a statement: The government has decided to disinvest its stake in Air-India.
- Pose a question: Would this step enable them to turn this PSU around?
- Give a command: Bring about a change of ownership.
- Make an exclamation: What a way to bridge the fiscal deficit!

A **sentence** consists of two parts:

Subject: The part which names the person or thing we are speaking about is called the subject of the sentence.

Predicate: The part which tells something about the subject is called predicate.

A **Phrase** is a group of words, which neither has a finite verb nor makes any sense by itself. Depending on its place in the sentence, it may be a

- **Noun**
- **Adjectival** or
- **Adverbial Phrase.**

Examine the following pair of sentences.

(i) Raj is a wealth man.

(ii) Raj is a man of great wealth.

In the first sentence the word wealthy described the noun Raj.

In the second sentence of great wealth also tells us what sort of man Raj is.

It qualifies the noun just as an

Adjective does. Hence, it is called an Adjective Phrase.

Adverb Phrases

Just as the work of an Adjective is often done by a group of words called an Adjective Phrase, so the work of an Adverb is often done by a group of words. Examine the following pair of sentences.

(i) He answered rudely. (How?)

(ii) He answered in a very rude manner. (How?)

Since the phrase very rude manner does the work of an Adverb, it is called an Adverb Trial Phrase.

Noun Phrase

A Noun Phrase is a group of words that does the work of a Noun. For example,

(i) My demat account has been closed.

(ii) To win a prize is my ambition.

In the above sentences italicized phrases are noun phrases because they are doing the work of a noun.

Types of Sentences

The basic knowledge of grammar helps us understand different sentence structures or patterns so that we can communicate in a clear, concise and correct manner.

A group of words that form a part of a sentence, and has a subject and a predicate of its own, is called a clause.

The clause that makes good sense by itself, and hence could stand by itself, as a separate sentence is called a Principal or Main Clause.

A clause which cannot stand by itself and makes good sense but not complete sense are called a Dependent or Subordinate Clause.

A sentence which has only one finite verb and one independent clause is called Simple sentence. For example,

This courage won him honour.

A compound sentence is made up of two or more Principal or Main Clauses. For example, Night come on and rain fell heavily and we al got very wet.

A complex sentence, Consists of one Main Clause and one or more Subordinate Clauses. For example,

They serve good well who serve this exactness.

Sentence Construction

Sentences can be constructed using different structures or patterns. The simplest sentence may have:

- a noun or a pronoun in the beginning,
- a verb in the middle,
- another noun or its equivalent in the end.

For example:

The budget affects the stock market.

This sentence structure may also be shown as:

Subject + verb + object

The structure of an imperative sentence is different. Here the subject is understood.

For example,

Mail this letter, is the shorter form of (You) mail this letter.

It is important to use varying sentences structures in your writing so that the interest of the reader is not lost.

Sentence Construction is based on the kind of writing in question.

Sentences are also constructed on the basis of complexity of writing.

Loose sentences are suited to simple style of letter writing and are closer to the spoken form. They begin with the main statement and develop it to its logical conclusion.

For example:

The Reserve Bank of India intervened in the forex market as there were strong rumours about an intense speculative activity caused by the spurt in imports.

Periodic Sentences are decorous and emphatic but more difficult to write. The order is reversed and the main statement is made at the end.

For example:

As there were strong rumours about an intense speculative activity caused by the spurt in imports, the Reserve Bank of India intervened in the forex market.

Sentence Construction on the basis of Length

The length of a sentence is also an important factor in sentence construction.

Shorter Sentences are easier to write as well as understand. But a long sequence of short sentences may not make a very pleasant reading:

Thank you for the order. The goods will be sent soon. The duplicate copy of bill is enclosed. The payment must be made early.

Longer Sentences are prone to grammatical errors and need careful thought and planning. A U.S. Government regulation is claimed to run into 308 words. Such efforts at constructing marathon sentences should be avoided.

It may be a good idea to mix the shorter and longer sentences to sustain the interest of the reader.

For example:

The conference opens on the tenth of June in Simla. More than two hundred company secretaries will take part.

The purpose is to deliberate on the merits of the new Companies Act, 2013 and propose amendments. The discussions are likely to go on for three days.

Paragraph Construction

The construction of a paragraph is equally important. If a good sentence should focus on a single thought, a good paragraph should restrict itself to a single topic or idea. The topic sentence of a paragraph sums up its central idea and develops it further. It is usually in the beginning or the end of the sentence; though, in some cases, it can be written somewhere in the middle too. Shorter paragraphs should be preferred because they enable the reader to follow the writer's plan.

SPELLINGS AND PRONUNCIATION

English is an infamously difficult language to spell and pronounce. Students are often bewildered by the seemingly anarchic sound/spelling system of

English. There often seem to be more exceptions than the rules, and the mastery of accurate spelling and pronunciation appears a daunting and demotivating task.

Though there is a relationship between a sound and the way it is expressed in writing, the same sound is often conveyed through different spellings.

For example:

The sound in the middle of words 'steep' and 'breach' is the same and phonetically shown as [i] in the dictionary.

The letter 'a' may be pronounced in several different ways. In words like brag, flap, grab, have, etc, the sound is phonetically shown as [æ], in barge, false, half, ask, etc. as [ɑ:], in words may, tray, stay, way, etc. as [ei], and in call, flaw, raw, talk, etc. as [o:].

Good dictionaries also have a phonetic chart, which helps to learn the correct pronunciation of different words.

Specialized dictionaries of pronunciation are also available for consultation.

Spelling Errors

Adequate care should be taken to spell words correctly in all communications so that you are able to communicate effectively and impressively.

Spelling errors are common when:

(i) certain alphabets/letters are repeated in a word. For example, tomorrow, occasion, beginning, profession, etc.

(ii) one has to sometimes choose between 'ei' and 'ie'. For example, receive and believe. It is interesting to note that we always use 'ei' after 'c' (conceive, deceive, perceive, etc.) and 'ie' in the rest (achieve, chief, convenience, etc.)

(iii) 'e' can be either dropped or retained when changing the root word. For example, true changes into truly but sincere changes into sincerely.

(iv) an extra letter at times alters the meaning of the word. For example, lose and loose.

(v) when noun and verb forms of the same word have different spellings. For example, advice/advise or practice/practise.

(vi) words have the same pronunciation but different spellings. For example, whether/weather, brake/break, there/their.

(vii) when a choice has to be made between 'ise' (merchandise, enterprise, franchise, etc.) and 'ize' (size, prize, etc.). Some words are spelt differently by the Britishers and Americans, the latter prefer 'z' over 's', e.g. criticise/criticize, realise/realize, recognise/recognize, etc. Though both the spellings are acceptable, one should stick to either 's' or 'z' for the sake of consistency.

(viii) when a word similarly spelt has two variants with different meanings in past and past participle forms. For example:

Lie-lied-lied

Lie-lay-laid.

STRESS AND RHYTHM

A syllable is the minimum rhythmic sound of a spoken language. A word may have one or more syllables. For example, there is only one syllable in fame, name, claim, train, etc., two in address, confess, redress, transgress, and three in credentials, sacrifice, tarpaulin, etc., four in retribution, satisfaction, transatlantic and even five in words like conglomeration.

In order to achieve good and clear speech, we must learn to recognize the stressed syllable in a word.

PREFIXES AND SUFFIXES

An affix “is an addition to the base form or stem of a word in order to modify its meaning or create a new word”.

(The Concise Oxford Dictionary, Tenth Edition).

Prefix

If the affix or addition to the root word comes at the beginning, it is called a prefix.

The word ‘prefix’ in itself is an apt example of a prefix as it is made up of the root word ‘fix’-‘to join or fix’, with the affix ‘pre’- meaning ‘before’, added to it.

Groups of Prefixes

Prefixes fall into a number of distinct groups such as:

Supportive	Size
Opposing	Time
Negative	Number
Reversative	Status
Deprivative	Class changing
Pejorative	Miscellaneous

Supportive Prefixes are prefixes that support or are for the root word.

*Pro is used with the meaning favouring/supporting as the prefix. Pro, as a prefix has other meanings too, such as ‘in substitute of’ or ‘before in time, pace or order’.

Examples of Pro as a supportive prefix are Pro-choice, Pro-market, Pro-life.

Opposing Prefixes are prefixes that are opposed to the action denoted by the root word.

Anti (against) - antibody, antibacterial, antibiotic, anticlockwise, antidote, anti inflammatory, antioxidant, etc.

(Spurious) - antihero, antiChrist, antiself (affected person)

Contra (against) - contraception, contraindicate, contravene, contramundum

(Contrasting) - contraflow, contra-active, contradict, contradistinction

Counter (opposition/retaliation) - counteract, counter-example, counter-attack, counterblast, counterbalance, counterclaim, counterculture, counter-in-surgency, countermeasure, counterproductive,

Negative Prefixes are prefixes that denote the absence of distinguishing features of the root word.

(The prefixes marked with * can convey different meaning besides those specified herein.)

*a (not, without) - amoral, ahistorical, atheist, asymmetric

*an (not, lacking) - anaesthetic, anaemic, anaerobic

*dis (not) - disloyal, disable, disarm, dishonest, distrust, disadvantage

*in (not) - injustice, inactive, inconsiderate, inconsonant, incomprehensible, incomplete, incompetent, inconsecutive

*il (this is another variation of the prefix 'in' and is used before a word beginning with 'l') - illegal, illiterate, illegible, illegitimate

*im (this is a variation of the prefix 'in' which is used before a word beginning with 'b', 'm' or 'p'.) - imbalance, immaterial, immeasurable, immobile, immovable, impassable, impatient, impossible, imperfect

*ir (this too is a variation of the prefix 'in' which is used before a word beginning with 'r') - irreplaceable, irregular, irresistible, irrational, irrecoverable, irreconcilable, irredeemable, irreducible non (not) - non-aggressive, non-interference, nonconformist, nonentity, nonsense, nontoxic, non stop (not regarded as) - non-person, non-event

* These prefixes also have other meanings in which they can be used in, besides those specified herein.

un (not) - unproductive, unacademic, unselfish, unavoidable, unaware, unbearable, unbroken, unburnt

Reversative Prefixes are prefixes that denote the act of undoing the previous act that the root word denotes as being done.

de* (reverses the meaning) - decriminalise, dehumidify, deselect, decontaminate

dis* (reverses the meaning) - disqualify, dishonest, disinvite

un* (reverses the meaning) - untie, unscramble, unlock

Derivative Prefixes are those that denote the meaning of removing something or depriving something or someone.

de (remove something)-debug, defrost

de (depart from) - deplane, detrain, decamp

dis (remove something) - disarm, disillusion, disambiguate

un (remove something) - unleaded, unmark, unhouse, uncap, uncover

Pejorative Prefixes are those that express contempt, disapproval, bad or wrong.

mis (badly/wrongly) - miscalculate, misgovern, misspell, mismanage, misalign, misapply, misbelief

Place Prefixes are prefixes that indicate place or placing of things, situation, etc.

ante (before) - antecedent, antechamber, anteroom

circum (around) - circumvent, circumnavigate, circumlocution, circumbulate, circumlunar

cis (on this side) - cisalpine, cisatlantic, cislunar

extra (outside/beyond) - extracurricular, extrasensory, extraordinary, extraterrestrial

fore (front/before) - forefinger, forecourt, forearm, forebear, forebrain, forecheck, forefront, foregather

in, il, im, ir (in) - indoors, in-patient, inside, indebt

inter (between) - interbreed, interfere, interject, interracial, international, interdisciplinary, internet

intra (inside/within) - intravenous, intramural, intranet

intro (inwards) - introvert, introspect

post (after/behind) - Post meridiem (P.M.) postpone, postgraduate, posthoc, postscript

pre (before)-prearrange, preface, precaution, prefabrication, preamble

out (outside)-outdoor, out-patient, outhouse

(surpass)-outrun, outdistance, outbid, outnumber

over (outer/above)-overthrow, overshadow, overcoat

retro (backwards)-retrograde, retrospection, retrospect

sub (below)-subway, subsoil, subconscious, submerge

(secondary)-sub-inspector, sub-editor, sub-committee, subtitle, sublet

(below the norm)-substandard, subhuman

super (above)-superstructure, superimpose

* These prefixes also have other meanings in which they can be used in, besides those specified herein.

(beyond the norm)-superhuman, superstar, superpower

(excessive)-superconfident, supersensitive, supernatural

supra (above)- suprasegmental, supranational

sur (above)-surcharge, surtitle, surtax

trans (across)-transatlantic, transnational, transcontinental

ultra (beyond/extreme)-ultraviolet, ultra-thin, ultra-modern, ultramarine, ultramicroscopic, ultrasonic, ultra vires.

under (below/too little/subordinate)-underground, undercharge, underpay, undercook, undersecretary,

underclass, underrepresent, undersell, undersigned

Size Prefixes denote size. They are

(very large)-megaphone, megastar, megalith, megawatt

midi (medium)-midi-computer, midibus

mini (small)-minibus, miniseries, minicab, minimarket

Time Prefixes denote time. They are

(before)-antenatal, antedate

ex (former)-ex-wife, ex-president, ex-student

fore (before)-forenoon, foresee, foretell, forecast

neo (new, recent)-neo-conservative, neoplasia, neophyte

post (after)-post-war, post-modernism, postdate

pre (before)-prepay, pre-existing, predate, preschool

re (again)-reprint, reapply, replay, renew

Number Prefixes are those that denote number. They are

(one/single)-monorail, monochrome, monopoly

uni (one)-unidirectional, unilateral, unicycle, unity

bi (twice/double)-bicycle, bilateral, bilingual

di (two, twice)-dioxide, dichromatic

duo/du (two)-duologue, duplex

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tri (three)-triangle, triplicate, tripartite
quadri/quadr (four)-quadrilateral, quadrangle

tetra/tera (four)-tetrachloride, terameter

penta/pent (five)-pentagon, pentacle

sex (six)-sextant, sextile, sextuple

hexa/hex (six)-hexapod, hexagram

hepta/hept (seven) heptagon, heptameter

octo/oct (eight)-octopus, octuple

deca/dec (ten)-decade, decalogue,

decinial deci (a tenth)-decibel, decimal

demi (a half)-demigod, demitasse

hemi (half)-hemisphere, hemistock

semi (half)-semiconductor, semidetached

hecto/hect (hundred)-hectogram, hectare

kilo (thousand)-kilogram

milli (thousand)-millisecond, millipede

mega (a thousand)-megahertz, megabuck, megabit

poly (many)-polytechnic, polygon

Status prefixes are those that denote a status.

co (joint)-copartner, coauthor, cofounder

pro (deputy)-proconsul, pro-vice chancellor

vice (deputy)-vice president, vice admiral, vice chancellor

Class Changing Prefixes have the effect of changing the word class, like making transitive verbs from nouns,

adjectives, intensifying force of the verbs used, etc.

be-besiege, bewitch, besmear, bewail, belittle, befoul, beribboned

en/em-encode, endanger, ensure, enlist, enroll, embark, embitter, enrich

Miscellaneous: Some of the common prefixes that do not fall into the above categories are

eco (abbreviation of ecology)- eco-friendly, ecosystem

Euro (abbreviation of European)- Eurorail, Eurocurrencies

para (ancillary)- paramilitary, paralegal, paramedic

para (beyond)- paranormal

quasi (like)- quasi-intellectual, quasi-judicial

self- self-motivating, self-denial, self-satisfaction.

Suffix

It is a morpheme (minimal meaningful language unit) added at the end of a word to form a derivative. In other

words an addition to the end of a word to form a derivative of the root word is a suffix.

Groups of Suffix: Suffixes fall into the following categories:

– Noun Suffixes – Adjective Suffixes

– Verb Suffixes – Adverb Suffixes

Noun Suffixes are as follows:

acity (indicates a quality and state of being)-audacity, capacity

ant (denoting attribution of an action or state)-appellant, informant, arrogant,
 (denoting an agent)-deodorant,
 oxidant
 al (verbal action)-betrayal, dismissal, deferral
 age (denoting an action or its result/function/state or condition/set of place
 or abode/aggregate number of)
 leverage, spillage, homage, bondage, baggage, postage, vicarage, mileage
 ation/ion (denoting an action or its result)-collaboration, exploration,
 evolution, exaltation, inhalation,
 communion, oblivion, objection
 cle, cule, ule (indicates small size)-miniscule, particle, molecule, capsuleic-
 lyric, mechanic
 ist (denotes a member of a profession, who uses something, etc.)-dentist,
 flautist, novelist, atheist
 ity (quality/condition/degree of)-responsibility, technicality, publicity,
 humility
 ling (smallness or lesser stature)-duckling, seeding, hireling
 ment (means or result of an action)-arrangement, embarrassment,
 curtailment, bewilderment
 ness (a state or condition)-usefulness, carelessness, willingness,
 kindness, wilderness
 ship (quality or condition, status, tenure, skill, etc.)-scholarship,
 companionship,
 citizenship, workmanship, membership
 tude (indicates condition or state of being)-exactitude, longitude

Verb Suffixes are as follows:

fy/ify (indicates or becoming)-beautify, purify, gratify, electrify, pacify,
 personify
 ise, ize (quality, state or function)-capitalize, modernise,
 popularise, terrorise, expertise

Adjective Suffixes-Some of them are as follows:

able/ible (inclined to, capable of, causing)-audible, uncountable, readable,
 reliable, terrible, peaceable, profitable
 al/ial (kind of)-tidal, accidental managerial, musical
 ed (having, affected by)-cultured, heavy handed, talented
 ful (having the qualities of)-sorrowful, powerful, careful, resentful, fretful,
 forgetful
 ic-Arabic, aristocratic, dramatic
 less (free from, without)-careless, harmless, restless, flavourless
 oid (resemblance)-ovoid, humanoid
 some (a tendency)-meddlesome, awesome
 y (having quality of/inclined to)-messy, funny, sleepy, choosy

Adverb Suffixes: Some of them are as follows:

ly (forms adverbs from adjectives)-amiably, candidly, surprisingly, greatly
 wise (of manner or respect or direction)-clockwise, notewise, taxwise,
 anticlockwise.

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Review Questions

- Q1- Write the meaning of synonyms
- Q2- What is antonyms
- Q3- What is adjectives
- Q4- What do you mean by preposition
- Q5- Discuss the types of voices

Further Readings

By Dr. V K Jain

By Rathore P.S.

By V.K. Jain and Omprakash Biyani

By Courtland L. Bovee and John V. Thill

By Ruchi Gupta

UNIT-04

BUSINESS CORRESPONDENCE-I

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- ❖ Introduction –Human Resource Correspondence
- ❖ Resume
- ❖ Comprehensive Application Letter
- ❖ Bio-Data, CV or Resume
- ❖ Introduction – Sales Correspondence
- ❖ Strategic Marketing
- ❖ Essential Components of Various Advertisements
- ❖ Review Questions
- ❖ Further Readings

Introduction –Human Resource Correspondence

Personnel department deals with all matters relating to staffing right, from recruitment to retrenchment. In earlier times, the administration sections discharged these functions. Later on, it acquired the name of personnel department. With the passage of time, more and more CEOs realised that it is men and not necessarily the machines that change the fortunes of undertakings. So these departments were renamed yet again. Many of them now claim to be dealing with and developing Human Resources.

Job Applications

You start looking for a job as soon as you are out of school or college. Therefore, among all kind communication you will ever have, probably the resume and application letter will be the most important for you. The reason is obvious. The resume and application letters are written forms you are most likely to use while seeking a job and finding a job most certainly will be among the important activities of your life.

A Job-Application has many similarities with a Sales Circular. This is not surprising. When we write to a prospective employer, we are offering our skills and expertise for a price. Therefore, every position demands a carefully drafted application with a suitable resume to enclose or furnish for the interview.

While resume contains most of factual information about the applicant, the application or the covering letter reveals the profile of the applicant. If it is cleverly drafted, it may increase the chances of crossing the first hurdle.

Organizations may advertise the positions lying vacant with them. Some of them either maintain their own databank or rely upon those kept by placement agencies to call suitable candidates at the time of need. It is also becoming common for organizations these days to receive the Curriculum Vitae (CV) by fax or email. Some websites offer job-related services where one may submit details online for getting a position of one's choice.

One can get a job without applying for in writing. For example: you can get a job through campus recruitment, an employment agency or a company's employment office. But when you cannot find a job through these routes you

are likely to apply for jobs by using resume and letters. Actually, preparing a resume and writing an application letter is very much like preparing a sales letter. Both situations involve selling. In the latter case, you are selling a product or service; whereas in the former, you are selling your skills, expertise and qualifications and your strengths and weaknesses and your ability to perform well.

Applications may be drafted in response to advertisements or they may also be submitted unsolicited. One may write a comprehensive application, which contains all the details about one's education and experience and does not require a separate CV.

Your resume should:

- mention career goals and specific job objectives.
- reveal your adequate knowledge about the company being approached.
- explain how your qualifications and experience are suitable for the job you are seeking.
- give evidence of excellent writing skills.

Resume

A resume (pronounced as rez-oom-ay) is a record of one's personal and professional details. It may be enclosed with the application for a job, may be handed over to a placement agency for storing it in their data bank or may be uploaded on various websites providing jobs. Terms like Bio-data, Curriculum Vitae or data sheet are also used to describe documents through which one may provide information about oneself-mainly one's education and work experience. Help is also at hand in the form of professional agencies and templates in word processors.

A good resume should not be very long. While one page is ideal, one should never let it go beyond three pages. Personal details, like age, sex, race or nationality are looked down upon these days and are therefore optional. Minor details should be omitted to make room for achievements and skills. One should be neither modest nor boastful. The choice of good quality paper is essential. The judicious use of white space in margins and between paragraphs improves the display. Using a word processor with letter-quality printer is desirable.

The following details are common to all types of CVs/Resume:

(i) Personal particulars

(ii) Academic qualifications

(iii) Additional qualifications

(iv) Experience:

- Functional: emphasizing the skills and talent of the applicant
- Chronological: emphasizing work experience, listing job descriptions;
- (v) Additional information may include languages known, anything worth mentioning, etc.

(vi) References.

A variety of resume formats are available in books, on websites offering jobs and in the form of templates in word-processors. Usually, heading,

contact number, job objective, education, experience, personal details, special interests and references form the content of a resume.

Comprehensive Application Letter

Sector 17, House No. 1120,
Chandigarh.

7 July 2011

The Manager (Human Resources)

GE Services

Sector 18, Goregaon-422 015

Mumbai (India)

Dear Sir.

I am responding to your advertisement in the Ascent columns of The Times of India of 5th July seeking Secretarial Officers for your company. I wish to be considered for the same position.

I passed my Senior Secondary examination in Commerce stream from Mount Carmel School, New Delhi in 2004 scoring an aggregate of 89%. I joined B.Com (Hons.) at Sri Ram College of Commerce, Delhi University, in the same year, and simultaneously enrolled for the Foundation Course of The Institute of Company Secretaries of India. In 2009, I was accredited as a qualified Company Secretary and joined the Secretarial Department of MN Udyog Ltd.

My company gave me intensive on-the-job training for six months in Secretarial and Legal functions at the end of which I was absorbed as a Junior Secretarial Officer. My duties include share transfer and transmissions, filling and filing of statutory forms and returns, maintaining statutory registers, etc. I have been working for two years now and feel the time has come for me to accept wider responsibilities. I can provide names of referees, if you wish to know more about me.

My present annual package including perks is approximately, Rs. 5 lacs. I hope for a reasonable increase.

I look forward to an opportunity for a personal interview where I can explain my credentials in detail.

Yours faithfully,

Ms. Meghna Rasgotra

[The above was a specimen of a detailed application letter which need not be accompanied with a resume or Curriculum Vitae. It is however advisable to write a precise application letter and supplement it with a resume or curriculum vitae as an attachment to explain your academic and professional background in a more formal and presentable manner.]

Bio-data, CV or Resume

Alternatively, one may prepare a Bio-data, CV or Resume and enclose it with a covering letter. The three terms are loosely used as synonyms but there are finer differences (see box after CV). A separate covering letter enables us to focus on information not contained in the CV and may be used to buttress one's claim vis-à-vis other candidates.

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An example of CV is given below:

Curriculum Vitae

Name : Karan Madan
Date of Birth : 8 May 1982
Nationality : Indian
Permanent Address : 13 Pusa Road, New Delhi-110005
Telephone : (91-11)525 8467
Email : karan-madan@usa.net
Work Profile : Since January 2004, I have been working in the Examinations Unit of a foreign mission as an Assistant Manager.

The competencies essential to my present job are: Public Relations, excellent Oral and Written Communication skills, Office and Financial Management, and ability to work under pressure and meet deadlines.

Education : 2006, Diploma, Public Relations and Advertising, YMCA Education Center, New Delhi. 2004, Certificate in German as a Foreign Language, Deutschen

Languages : I am fluent in English, Hindi, German and Punjabi language.

Interests : I enjoy Indian and Western classical music.

References :
1. C.G. Aggarwal, Manager HR Grassim India, 7, M.G.Road, Bangalore.
2. Mr. J. Chaturvedi, Reader, Hindu College, Delhi - 110007.

(KARAN MADAN)
Specimen Job Application

The Manager (HR)
18 April, 2012
Corporation Bank
Mangaladevi Temple Road
Mangalore-575 001
Dear Sir

IT CONSULTANT

Your advertisement in the Deccan Express of 16 April 2012 about the position of an IT consultant in your bank has interested me. I wish to be considered for the same position.

Information about my graduation in Science, and the Computer courses that followed is contained in the enclosed resume. What I wish to add is that I have a special interest in building security systems for a safe and reliable automated banking system. My stint at Siemens gave me useful experience in this area, which may be put to use in expanding your operations.

I hope you will give me an opportunity to talk about myself in greater detail during the personal interview.

I look forward to meeting you soon.

Yours faithfully

Abhinav Arora

Encl: Resume

Resume

Ms. ANU GARG

S-36, Sector X, Noida (U.P.)

Telephone: 914-34644 (Res.)

3346219-20 (Off.)

Objective

The position of Company Secretary in a company with a vision.

Education

ACS, The Institute of Company Secretaries of India, New Delhi, June, 2010.

L.L.B. Faculty of Law, University of Delhi, 2008, II Division.

B.Com (Hons.), Hindu College, University of Delhi, 2004, I Division.

Experience

Assistant Company Secretary, Grasim India Ltd., July, 2010 onwards. Job profile involves Secretarial work,

Taxation, Excise and Network marketing.

Personal Qualities

Interests : Mountaineering, reading, legal counseling.

Membership : Association of Practicing Secretaries of India, Indian Law Society (Professional).

Indian Mountaineering Association (Personal).

References

Will gladly furnish personal and professional references on request.

(ANU GARG)

“In actuality, there are technical differences between a resume, a bio-data and curriculum vitae. A **resume** for instance, is background and activities in an essay format; a **bio-data** is more of a bullet-form brief which touches on the tangible aspects of your qualifications, and **curriculum vitae** is a combination of both a resume and a bio-data. It is however politically acceptable to prepare an inter-document... borrowing ideas and formats from all three.”

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The 1st Step to a Job

Monisha Advani

Femina, Nov. 1, 1996

The essential points which the employer would want to know are:

- The job you are applying for – since the company may have advertised a number of different vacancies at the same time.
- Age, nationality and marital status.
- Educational background reached.
- Professional training, diplomas, certifications undergone.
- Extra attributes or interests that make your candidature suitable in connection with the job.
- Reasons for wanting to leave your present employment.

Interviews

Some companies prefer to conduct initial interviews telephonically to shortlist candidates for the final interview.

If an interview letter is required, it should contain information about the position applied for, date, time and venue of the interview. If the prospective employer wishes to examine the original certificates of the candidate, then a mention can be made in the letter. Outstation candidates also like to know whether their expenses on travel and stay will be met. Interview letters should give sufficient notice to the candidates to enable them to confirm their attendance.

Specimen Interview Letter

AB&C Pvt. Ltd.

Ansal Chambers, 7, Asaf Ali Road, Delhi-110006

Telephone: 3361357, Fax: 3361653

Website: <http://www.fc.com>

PUN/16/(P)

21st May, 2012

To,

Ms Anshu,

(–address–)

Dear Anshu,

Please refer to your application for the post of Manager Projects in our company.

You are invited to attend a personal interview with our General Manager on the 14th of June, 2012 at 3 p.m. in our corporate office which is located in Ansal Chambers, DLF Plaza, Gurgaon.

We regret to inform that we do not reimburse the traveling expenses of the local candidates.

Please confirm telephonically that this appointment suits you.

Yours sincerely,

Sd/-

Manager - Human Resources

Short-listing Candidates

Companies may shortlist candidates for absorption at a later date, if they are unable to find a suitable position for them at the time of interview. In such

cases, their details are stored in the databank and a polite letter is addressed to them.

Example:

Dear Vivek,

We are pleased to inform you that you have been shortlisted for an offer of appointment in our company as soon as we can find a position in keeping with your qualifications and experience.

We thank you for evincing interest in our company and hope you will soon be a part of our organization.

Yours sincerely,

Manager - Human Resources

Letters of Appointment

Initial intimation of appointment may be given through a brief provisional letter. But the final document must be drafted carefully as the employment is governed by the terms stated in it. It should stand the test of law. The terms and conditions should be explicitly mentioned, and offer of appointment made subject to the acceptance by the candidate. A worker may seek reinstatement in a Labour Court, if the employer acts against the terms of appointment. The executives, who are governed by a "Master-Servant" relationship, can only seek damages in the event of a mala fide dismissal.

The provisional letter of appointment intends to prepare the candidate for the detailed letter that follows. It may read like the following:

Provisional Letter of Appointment

Dear Vivek

Please refer to your application and the subsequent interview for the post of a Systems Manager in IBM (India) Ltd.

We are pleased to inform that you have been selected for the position. A detailed letter will be mailed to you soon.

Yours sincerely

Manager - Human Resources

Terms of Appointment

Detailed offers of appointment normally mention terms of appointment and seek the acceptance of the selected candidate. It is advisable to insert clauses which anticipate organisational changes and protect company's interests. But terms, which are one-sided to the extent of being inimical (unfavorable or harmful) to candidate's interests may not be received well. In fact, a good candidate may even turn down the offer. Therefore, a balance must be maintained.

Appointment Letter: Terms and Conditions

[Letterhead]

Ref. No:

Date:

To,

Mr. Akhshay Mittal

(-address-)

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SUB: Appointment Letter

Dear.....

Please refer to our earlier letter of 11th November 2011. As stated earlier, we will be pleased to hire your services as a Systems Manager if you accept the following terms and conditions:

1. Place of operation: Your initial place of work will be at Hyderabad. However, you may be assigned to any location in India or overseas. On transfer, the rules, regulations and conditions of service applicable in that location shall apply on you.
2. Remuneration: You will be paid a monthly basic salary of Rs. 43,000/- plus perks and allowances as per company rules. The salary will increase after annual reviews. You will be paid an extra allowance in US \$ to cover your expenses when assigned duties abroad.
3. Duties: You will be responsible for the erection, upgradation and maintenance of all systems in use in the company and will report to the Director (Technical).
4. Probation: You will be on probation for a period of six months, which may be extended at the discretion of the company. At the satisfactory completion of Probation, you will be confirmed in writing.
5. Confirmation: During the Probation, either party may terminate this contract by giving a one month's notice or salary in lieu thereof. Post confirmation, the notice period will be three months or salary in lieu thereof.
6. Terms of leave: Unauthorised absence from duty or violation of company rules, procedures and policies as laid down from time to time may invite disciplinary action, including termination of services.
7. Retirement: You will retire at the age of 60 years or till such time you remain medically fit. Post retirement you will receive cash benefits and a medical insurance cover.

Please sign a copy of this letter and fax it to 040-7865479 in acceptance of the terms and conditions and report to the Human Resource Manager on 20th November 2011 at 9.30 a.m.

We welcome you to ABC (India) and wish you a successful career.

Yours sincerely

Manager - Human Resources

Confirmation of an employee: On successful completion of the probation period the employee is to be explicitly informed about his confirmation in the organization. This can be done by writing a confirmation letter to the employee.

Specimen Letter of Confirmation

Date: 10th January, 2012

Abhay Sakhuja

Customer Service Department
Pune

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Dear Abhay,

On successful completion of your probationary period on 9th January, 2012, I feel pleasure in confirming your appointment with us for the post of Relationship Manager in Middle management band, effective from 10th January 2012.

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Yours sincerely,

Manager - Human Resources

[A few more specimens of Written Test/Interview/Appointment/Regret letters are given for your information and guidance.]

Letter calling a candidate for written test

Example 1:

SUNDARAM CHEMICALS LTD.

Regd. Office: 12, Sansad Marg, New Delhi-110 001

Phone: 534212

24th March, 2012

Ref./Call/23

Mr. Amar Singh

23, B.V. Nagar, New Delhi-110 089

Dear Sir,

Sub: Written test for the post of Management Trainee-Law

With reference to your application dated 10th February, 2012, for the post of 'Management Trainee-Law' you are requested to appear for a written test on 2nd April, 2012, at Indian Institute, Institutional Area, Lodi Road, New Delhi-110 003 at 10 A.M.

The test will be of 2 hours duration, followed by a group discussion.

No books will be allowed in the examination hall. Only blue or black pen is allowed while writing the answers.

No travelling allowance is payable for attending the test.

Thanking you,

Yours faithfully,

Sd/-

(R. Francis)

Personnel Manager

Example 2:

ABA SUNDARAM CHEMICALS LTD.

Regd. Office: 12 Law Gardens, Ahmedabad-380 006

Tel: 6570018 Fax: (079) 6580182

E-mail: sunderchem@vsnl.net.in

No. HRD/ACA/2010

12th June, 2012

Mr./Ms _____

Dear Sir/Madam,

Sub: Written Test for the Post of Accounts Assistant

With reference to your application dated 1st June, 2012 for the post of 'Accounts Assistant', you are requested to appear for a written test on 30th June, 2012, at Law Institute Hall, Sabarmati Marg, Ahmedabad-380002 at 9.00 A.M. The written test will be of two hours duration. The test is intended to examine the candidate's general commercial knowledge and the grasp over practical accountancy.

Please note that no travelling allowance is payable for attending the written test.

Thanking you

Yours faithfully,

Sd/-

(W.R. Mehta)

Manager (Personnel)

[The heading, reference, inside address and salutations, in this case, will remain the same. The body of the letter will be as follows:]

Letter intimating date of interview

"With reference to your written test held on 2.4.2012, we are pleased to call you for a personal interview on 12.4.2012, at the Regional Office of our company, at the aforementioned address, at 10 A.M. sharp".

Letter communicating passing of written test and intimating the date of personal interview

ALL MONEY BANK LTD.

Regd. Office: 101, Parliament Street, New Delhi - 110 001

Tel.: 3031811, 3021821 Fax: 3031812

E-mail: allmoneybk@usa.net

Ref. No. HRD/1/2012

Date: 1.1.2012

To

(All successful candidates)

Dear Sir/Madam

Sub: Recruitment of Probationary Officers - 2012

We congratulate you for qualifying the written test conducted on 15th December, 2011 for the recruitment of Probationary Officers.

In this regard, you are hereby requested to be present for a group discussion and personal interview on 15th January, 2012 at AMB Hall, 101, Parliament Street, New Delhi-110 001, at 10.30 A.M. Please note that no travelling allowance/daily allowance is payable for attending the group discussion and the personal interview.

Thanking you

Yours faithfully

Sd/-

(P.A. Desai)

Manager (HRD)

Letter intimating appointment

Dear Amit,

With reference to the interview you had with us on 12.4.2012, we are pleased to offer you appointment as 'Management Trainee-Law' in our company.

You will be on an intensive training for two years in our Law Department. During the period of training you will be paid a consolidated salary of Rs. 6,000/- per month during the first year and Rs. 18,500/- per month during the second year. On satisfactory completion of the two years' training, you would be called upon to take up independent responsibilities in the Law Department. If, at any time during the period of training, your conduct is found unsatisfactory, your services are liable to be terminated forthwith.

During the course of the training period, if you desire to leave the services of the company, you shall be liable to indemnify the company by paying a lump sum compensation of Rs. 50,000/- only.

After the satisfactory completion of two years' training, you will be placed in the cadre of Dy. Manager in the scale of 30,000-200-40,000-250-50,000. You will be entitled to House Rent Allowance, Medical Claim subsidy, Leave Travel Concession, and other benefits as per the service rules, only on confirmation in the post.

You are requested to confirm your willingness to the above terms of appointment on or before May 20, 2012.

You are expected to join the training by July 1, 2012.

Specimen: Regret Letter**Letter politely informing the candidate about non-selection**

Example 1:

SUNDARAM CHEMICALS LTD.

Regd. Office: 12 Law Gardens, Ahmedabad-380 006

Tel: 570018 Fax: (079) 6580182

E-mail: sunderchem@usa.net

Mr. Bhogal Mehta,

34 A, Sankar Road,

Rajkot - 360 001

1 June, 2012

Dear Sir,

Sub: Recruitment for the Post of Finance Manager

We refer to your application dated 1st March, 2012 for the post of Finance Manager and the personal interview you had with us on 14th May, 2012. We regret to inform you that your application has not been successful. This, of course, has no reflection on your credentials. We thank you very much for evincing interest in our organization and offer you our best wishes for a bright future career.

Yours faithfully,

Sd/-

(K.C. Lokhandwala)

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Personnel Manager

Example 2:

The body, in this case, will be as follows:

With reference to your application for the post of 'Management Trainee-Law' in our company and the test and interview you had with us, we regret our inability to offer you an appointment at present. However, should any need arise in future, we shall get in touch with you.

Consent letter from a selected candidate

To:

Personnel Manager
Sundersan Chemicals Ltd.
23, B.N.C. Road,
Chennai - 600 025
March 20, 2012

Dear Sir,

Sub: My appointment as 'Management Trainee-Law' in your organisation

I thank you for your offer of appointment. I hereby agree to abide by the terms of appointment contained in your letter Ref. SA/34/2012 dated March 2, 2012. I will be reporting for duty on the forenoon of May 13, 2012.

Thanking you,

Yours faithfully,

Sd/-

R. Sundaram

Letter declining the offer of appointment

The heading, reference, inside address and salutation will remain the same as for the consent letter given hereinabove, the body will be as follows:

With reference to your letter Ref. SA/34/2012 dated March 2, 2012, I regret my inability to take up the appointment, as I have been selected for a job in the U.S.A. I, however, thank you for evincing interest in my candidature.

Yours faithfully,

Sd/-

R. Sundaram

Body of letter requesting for change of place of posting (from the candidate)

"I thank you for your letter of appointment dated March 12, 2012 directing me to join duty at your Chandigarh office. I request you to kindly consider posting me at your Mumbai office for at least two months, to start with.

This is necessitated because of the need to attend to my father who is admitted in hospital after a serious car accident. It would take at least two months for him to get discharged after treatment for multiple fracture. I hope you would consider my request sympathetically. Awaiting your early reply."

Body of letter declining the above request

"We are very sad to know of the serious accident your father has met with.

We, however, regret that we are unable to consider your request for change of posting, as every candidate is required to undergo induction training only at the Head Office of the company at Chandigarh.

We are pleased to allow you time upto 2nd July for reporting for training at our Head Office at Chandigarh.

Please confirm this arrangement and your commitment to join at Chandigarh at the earliest”.

Miscellaneous Letters

Miscellaneous letters are written out of corporate courtesy. These are exchanged with an intention to maintain presence in the market and create goodwill. They are also known as Goodwill Letters

Goodwill Letters

The best way to understand goodwill letters is to remember that there is no compulsion to write them. However, genuine sentiments, if sincerely expressed at an opportune time, create lot of goodwill. This goodwill does not refer to monetary gains. But it may translate into financial gain over a period of time since human relations form the backbone of business.

Goodwill letters should be brief. One should desist from sermonising and state one's sincere feelings in an appropriate tone and style. Use of stereotyped phrases should be avoided. The extent of formality is determined by the status of the recipient. For example, we should write informally to those people whom we have known closely. Use first or second person to give it a personal touch.

Goodwill letters must be sent promptly in order to be relevant and effective. The effect of emotions is transitory and tends to wear off after some time. They should preferably be handwritten. The typed letters should be at least signed by hand. Goodwill letters carrying signatures in facsimile make the receiver feel slighted (disrespect). If you do not have time even to sign a letter, you might as well not send it.

Types of Goodwill Letters

Every business letter should be a goodwill letter. It should be drafted in a polite and courteous manner. It should respect the sentiments of the recipient to evoke a right response from him. We may, however, classify goodwill letters for the sake of convenience as:

- Thank you letters
- Congratulatory Letters
- Letters of Sympathy
- Condolence Letters
- Obituary Notices

They are explained as follows:

Thank you Letters

There are several instances in our personal and professional lives when people do us favours. Unfortunately we take them for granted and ignore an opportunity to thank them and earn some precious goodwill. For instance,

getting a large order or receiving payments on time calls for a message of thanks.

Example 1:

Dear Mr. Watson,

We are pleased to receive your order for the supply of 2,00,000 metric tonnes of Iron Ore. This is the largest order placed by you with us since our association began.

We are writing to express our grateful thanks for your continued patronage.

We assure you that we will continue to serve you to the best of our ability.

Yours sincerely,

Ms R. Perchani

Example 2:

Dear Ms. Khanna,

We are writing to express our appreciation of the fact that you have settled your account with us very promptly during the last financial year. This was a great help to us since we were diversifying into cement sector during this period and liquidity was our prime concern.

We are grateful to you. We assure you that we will strive to maintain the special relationship we have always had with you.

We thank you once again.

Yours sincerely,

Rajiv Seth

Congratulatory Letters

A friend, colleague or a business associate may earn a promotion, recognition, honour or an award. The achievement may be in the personal or professional arena. It is possible to react to such a development in two ways. We may feel jealous and ignore the laurels won by others. Alternatively, we may send a message of felicitation and also earn some precious goodwill in the process.

Example 1:

Dear Pradeep,

I was delighted to learn that your work on cryogenic engine has been appreciated by the Indian Space Research

Organisation. I am confident that it will be possible to manufacture these engines indigenously and our dependence on other countries will end soon.

I feel proud of your achievement and send you my best wishes for the future.

Yours sincerely,

K. Raghavan

Example 2:

Dear Mr. Jacob,

We are pleased to learn that your company has won the Best Exporter's award instituted by the Export Council of India for the third time in succession. This must be a record. We are sure it is the result of your vision and the hard work of your managers and workers.

We feel proud of having been associated with you and wish you more success in future.

Please accept our sincere felicitations,

Yours sincerely,

S.K. Taneja

Example 3:

Dear Mr. Chandna,

I am pleased to learn that you have recently joined Tatanet as a Vice-President. I know that this appointment has not come a day too soon. Tatanet has made the right choice and I am sure they will benefit from your dynamic leadership and corporate vision.

Please accept my warm congratulations on your appointment and best wishes for the future.

Yours sincerely,

S. Vasudevan

Example 4:

Dear Sir

We are pleased to learn that your company is celebrating its Golden Jubilee next week. It was a long and difficult journey, which has been covered with distinction. We are certain your company will do even better in the times to come.

Please accept our good wishes on the occasion.

Yours faithfully,

Courtesy demands that congratulatory letters should be acknowledged.

A brief letter of thanks is all that is required:

Example 5:

Dear Mr. Vasudevan,

I am replying to your letter regarding my appointment in Tatanet.

I am grateful for your kind words and hope I will be able to justify the faith the company has placed in me.

Thank you once again for your good wishes.

Yours sincerely,

Akhil Chandna

Letters of Sympathy

Life is a curious mix of happy and sad moments. It is important to share not only the joys but also the sorrows of your friends and associates. When someone known to you suffers some agony or a loss, your words of kindness and sympathy give him solace.

There is a word of caution. Such letters are only sent when someone suffers a major loss or illness. One should make an offer of financial help only after careful thought. To renege (fail to fulfill a promise) on an offer of financial assistance will only cause a loss of goodwill.

Example 1:

Dear Manpreet,

I learnt with dismay about the unfortunate accident you met with while travelling from Jaipur to Delhi.

I hope the injuries are superficial and you will be joining us at office soon.
Please get well soon and if you need me, I am just a phone call away.

Yours sincerely,

A.S.Sethi

Example 2:

Dear Mr. Reddy,

We are sorry to learn about the accidental fire that erupted in your factory a few days back. We hope the loss is not major and it will be possible for you to resume normal production in near future.

Please accept our heartfelt sympathies and let us know if we can be of some help.

Yours truly,

A.K.Antony

Condolence Letters

These letters are the most difficult to draft since we are writing to people who have lost someone very dear to them.

The strong sense of grief has to be shared in order to provide some relief. Our sentiments must be sincere.

Reference to the details of tragedy must be avoided since it would only increase the sense of loss. The language and tone should be chosen keeping the relationship of the deceased with the recipient of the letter in mind.

Dear Sarah,

I am distressed to learn about the sudden passing away of your dear husband, Samuel during, my absence from

India. I find it very hard to believe it, and still feel he will suddenly show up in office and shake hand with me vigorously as he always did. I know that your loss is much greater and that it will be very difficult for you to forget him.

I pray to the Almighty to give you and your children courage to bear his loss.

May his soul rest in peace!

Yours sincerely,

Vinay Tyagi

Replies to Condolence Letters

Replies to messages of sympathy or condolence should be brief.

Dear Mr. Grover,

My children join me to express our grateful thanks for your words of sympathy in our bereavement. We have been fortunate to receive the support of our friends and relatives during the time my wife was in hospital. It helped us cope with her loss.

Yours sincerely,

B.K.Kohli

Obituary Notices

The following notices provide news about people who have just passed away. They are brief, factual and informative, and are published in Obituary columns.

Obituary

Delhi Land & Finance Consortium Ltd. announces with deep grief the passing away of its President, **Capt.**

Raghuvendra Singh in a helicopter crash near Dehradun on Sunday. His mortal remains will be consigned to flames at **Nigambodh Ghat, Delhi** on Monday, 15th January 2012 at 11.30 a.m.

Obituaries may also carry a life-account of the deceased. This is generally done in the case of those who have made significant contribution to a certain facet of life.

Obituary

The President of National Association of Software Companies (NASC), Mr. A.S. Mehta passed away on 12th of April in New Delhi. He suffered a massive heart attack in sleep and passed away peacefully.

Mr. A.S. Mehta was born on 10th August 1972 in the State of Gujarat. He did his schooling from Bhartiya

Vidya Bhavan, New Delhi and joined Delhi University for an Honours Course in Commerce. He was a trained Chartered Accountant and majored in computer graphics from Imperial College, London.

Mr. A.S. Mehta was too much in love with India to remain abroad. He was a member of more than a dozen boards belonging to different States from Himachal in the North, Orissa in the East to Andhra and Karnataka down South. He was the IT advisor to the Govt. of India when he breathed his last. His priority was to use NASC as a catalyst for growth of software driven IT industry. But his long-term dreams were to provide basic amenities to people and to achieve hundred percent literacy through the power of IT. He sought the cooperation of like-minded people to achieve this herculean task. Now they will have to do it without his leadership.

May his soul rest in peace!

Acknowledgement Cards

It is also common to get printed acknowledgement cards or to insert an advertisement in newspapers when a large number of messages are received and it is not possible to acknowledge them individually.

Mrs. M. Banerji and her children, Ashish and Zoya express their grateful thanks to those who condoled the **death** of her husband, **Sushant Bannerji** of Cascade Ltd. in the recent **Lufthansa air crash** and express their inability to acknowledge the messages individually.

Points to Remember

- The letter carrying positive news are called direct approach letters, whereas letters with unwelcome news written to decline an offer or reject someone for a job are called indirect approach letters.
- In all letters, whether long or short, careful planning is needed. For example, a letter of appointment must state service conditions carefully.

INTRODUCTION- PURCHASE CORRESPONDENCE

Very few organizations manufacture everything they use. For most of their requirements, they are dependent on ancillary units or on what are known as

OEMs or Original Equipment Manufacturers. They also look for vendors who have the machines, manpower and skills to make what they need, on a continuing basis. This involves creation of a full-fledged Purchase Department in a company.

Most people like to believe that only selling is the challenging part of business. The fact is that buying is equally difficult. There may be unexpected breakdowns or unacceptable deviations in supply. The technological inputs may become obsolete and require upgradation. The prices may become volatile and need constant monitoring.

To keep the production line going at all times is not easy. It requires a constant hunt for sources from where quality goods and services may be procured at competitive prices.

Enquiries

The first step of a commercial transaction is to make enquiries. Enquiries are the most common type of business communication. They are very important because an enquiry, if properly made, would bring valuable business information. Letters written for obtaining or furnishing information are classified as routine. We come directly to the purpose for which we have chosen to write. In other words, we use a direct approach.

An enquiry letter should be drafted clearly and the message to be conveyed should be complete, only then a satisfactory answer will come forward. Proper care should be taken in drafting a letter of enquiry. At times, an enquiry letter can originate big business deals. An enquiry should be straightforward, compact and courteous. It should be positive and confident in tone. It should be brief and to the point, complete and correct. It should avoid lengthy and unnecessary statements and repetitions. The opening paragraph of such a letter can give a hint about the nature of enquiry.

Since letters of enquiry can deal with a variety of questions, the importance of information sought and the situation which prompted the enquiry could be mentioned in the letter itself. Specifying the desired action in a positive manner and presenting the questions in a logical manner is also an essential requirement for such letters. Further, an assurance that the information passed on will be treated as confidential can also be suitably mentioned in such a letter.

A letter of enquiry should, therefore, be straightforward, courteous and to the point. Special care must be taken about the opening, of the letter since it sets the tone of urgency or the need for information, and the closing of the letter should reflect the writer's expectation for a quick response.

Practical requirements of drafting a letter of enquiry

The following general tips should be remembered while writing a letter of enquiry:

- (i) The kind and quantity of goods required should be mentioned very clearly, besides requirements of packing, casting etc. must be given in full.
- (ii) In order to make the response undoubtedly sure and specific, the samples and their specifications could preferably be sent along with the letter.

(iii) To facilitate proper handling and checking, the list of items, if any, may be send in a tabulated form with proper identification/specification of the product name/brand, etc.

(iv) Letter of enquiry should indicate whether one would like to purchase goods for cash or on credit or on any other terms of payment. In such a letter, credit references may also be given, especially in case the intention is to get credit in is the first transaction itself.

Example 1: Request for Catalogue/Price-List of Garments

Dear Sir

We are a large departmental store located on College Road, Nasik. We deal in readymade garments and wish to market your wrinkle-free trousers and denim jeans in our city.

Please send us your catalogue and the price list. We would also like to know about the credit you would allow to us.

Yours faithfully

XYZ

Example 2: Request for Washer-dryers

Dear Sir

We own a motel on the Bombay-Pune highway and get a large number of guests in winter season. We are interested in installing a common Washer-dryer for their use. We need a machine with a capacity of at least 50 kg.

Please confirm if you manufacture a model suitable for our needs, its approximate price and the delivery period.

Yours faithfully,

XYZ

Replies

Routine requests for only a catalogue or a price list may not need a covering letter. It may be sufficient to send the requested material with compliments. However, enquiries from big business houses deserve more attention.

When requests are made for credit, the seller must clarify his stand. It is uncommon to grant credit at the time of a first transaction. But rejecting the offer outright is also undesirable. Instead, the seller may make a counter offer in some other than from, like a higher cash discount than the usual one.

Example 1:

Dear Sir,

We thank you for your letter showing interest in marketing our garments. We are enclosing the catalogue and the price list requested by you. This price list will remain valid till the end of the year.

You will appreciate the fact that we have not done any business before. Therefore it will not be possible for us to extend credit initially, but we can offer you a higher cash discount than we usually give.

We look forward to hearing from you soon.

Yours faithfully,

XYZ

Example 2:

Dear Sir,

We thank you for your enquiry about Washer-dryers and are confident that our model XL-60 will meet your requirement. This machine has the capacity of 60 kg. and carries an on-site warranty against manufacturing defects for a period of two years. Its current price is Rs. 1,25,000, excluding taxes. We may add that the prices are due for revision in three months' time.

We are enclosing our detailed brochure and trust you will find all the information you need for placing an order.

We look forward to your response.

Yours faithfully,

XYZ

Industrial Enquiries

It is not incorrect to use technical jargon regarding industrial enquiries for the receiver of the letter would be familiar with it.

In the example given below, EN-31 and P-20 are alloys used for making dyes for plastic components. A CNC machine is a Computerized and Numerically Controlled machine, which also detects and helps correct a deviation.

FR indicates the fire retardant variety of ABS-a plastic compound. JIS refers to Japanese Industrial Standards in the same way as we have our Bureau of Indian Standards (BIS).

Example 1:

Dear Sir,

We are an Original Equipment Manufacturer of telephone instruments for supply to MTNL. We have been procuring the body of the instrument from outside. We wish to develop more vendors since we expect firm orders from parties intending to provide basic telephone services in different metros.

Please inform us whether you will be interested in developing moulds using EN-31 for outer plates and P-20 for core cavity. Our clients insist that all supplies should conform to JIS. We can also offer moulding jobs using FR ABS as raw material for execution on CNC machines of 80 tons of clamping pressures/60 gms. weight.

We look forward to a prompt reply.

Yours faithfully,

XYZ

Example 2: Enquiry for Panels

Dear Sir,

We have been contracted to erect a Pumping Station at Agra to augment the water supply to Taj Trapezium.

We require 12 cubical panels for main control board of the 8 V.T. pumping station. The panels must conform to Indian standards.

Please confirm whether you are in a position to deliver the panels in eight weeks time from the date of order.

We hope to receive a prompt reply.

Yours faithfully,

XYZ

Replies to Industrial Enquiries

Enquiries for industrial products and raw materials merit a careful approach since it may be the beginning of a long and profitable business relationship. Therefore, a polite and expeditious reply may be desirable.

Replies to enquiries should begin with an expression of gratitude. It should be stated at the outset that the requested documents are being sent. The latter part of the reply may be used to provide brief information about other products or activities of the company.

A reply should never begin with a refusal. While communicating unwelcome news, we should first prepare the recipient by giving valid and convincing reasons. Before turning down a business offer, difficulties in accepting it should be explained.

Correspondence with companies or industrial houses generally contain technical and commercial terms.

They help in classification, thus reducing the possibility of a dispute between the parties. A writer of business letters should become familiar with such terms. A quotation on CIF basis, for example, covers not only the cost of the product but also expenses incurred on insurance and freight. Erection jobs may involve a combination for readymade goods and services so the letter writer may call the price mentioned, a bid, a quotation or an estimate.

Example 1:

Dear Sir,

We are pleased to receive your letter of 9th December regarding moulding of telephone instruments.

We confirm that we are equipped to supply the product as per your specifications. We have been making computer cabinets and Auto dashboards for the use of OEM for the last ten years. We are confident of meeting your delivery schedules.

Our moulding capacity is being fully used at present. We also find it easier to assure quality when the moulds are made in our own Tool-Room. Therefore, we regret our inability to accept moulding job-works for the present.

We are enclosing information about machines available on our Shop Floor and details of the Tool Designers on our staff. A list of some of our clients is also included for your satisfaction and reference.

Our Commercial Manager is looking forward to meeting you at your convenience to discuss the details.

Yours faithfully,

XYZ

Example 2: Reply to Enquiry About Panels

Dear Sir,

Thank you for your enquiry about panels for Pumping Station.

We are over-booked till the end of December, and therefore unable to promise a delivery before the middle of January.

BUSINESS
CORRESPONDANCE-I

NOTES

We would be glad to know if the third week of January would suit you. Hence, we will submit our estimate on hearing from you.

We appreciate your interest in our services and look forward to a prompt reply.

Yours faithfully,

XYZ

Samples and Quotations:An Example

Dear Sir,

We manufacture engineering components for use of varied industries ranging from automobiles to computers.

We are looking for a reliable supplier of Delrin on a continuing basis.

Our annual requirement is approximately 1 Ton. We understand that you import it for actual users.

Kindly send us a sample of the material along with your lowest quotation for delivery at Sahibabad on CIF basis.

We shall appreciate an early reply.

Yours faithfully,

XYZ

Estimates

Estimates are sought and provided where services rather than off-the-shelf goods are involved. For instance, installation of ducting would require an estimate, whereas the air-conditioning plant may be bought on the basis of a quotation. It is of course possible for a customer to ask for a quotation for the complete job. A request for an estimate should be replied with giving necessary details to the party asking for it.

Dear Sir,

We are interested in replacing the vinyl flooring of our corporate office with square Italian floor tiles. The floor area is approximately 1200 sq. meters, excluding the skirting.

We would like to have information about different sizes and designs available ex-stock. Please indicate an estimate and the time you will need for completing the job using excellent workmanship.

We will appreciate a prompt reply.

Yours faithfully,

XYZ

Tender Notices

Organizations publish tender notices when they have to procure goods and services on a large scale to get projects executed. Tender Notices may be defined as invitations to submit “bids to provide such goods/services at quoted prices and subject to stated conditions”.

- They may be prepared in a serial tabular or paragraph form.
- They may be open to all parties, often for the purposes of prequalification, or the limited ones, meant only for the registered parties. These parties may be short-listed on the basis of pre-qualification tenders.

- Jobs funded through foreign loans/assistance, involving sophisticated technology or heavy financial investment may be offered through global tenders.

Tender Notices include estimated value of goods/services and delivery details. The bids are made on nontransferable forms, or documents, printed and sold by the concerned organizations. These forms may be divided into separate sections dealing with general/commercial conditions and technical specifications.

Prequalification is not a form to apply for a tender. It precedes the process of filling a tender for the actual contract. It is used to indentifies contractors who would be eligible for filling the tender for actual contract therefore, an advertisement for prequalification does not amount to an advertisement of a tender. Only when a company is prequalified for a contract it becomes eligible to fill up the tender.

Tender Process

- Tender forms have to be submitted by the stated time and date in sealed covers.
- Specified enclosures must accompany them, i.e., an EMD or Earnest Money Deposit, normally 2% of the estimated value. This is a kind of security deposit to keep out non-serious bidders. This deposit is refunded after finalisation of the successful bid.

The party getting the contract has to replace it with Performance Guarantees of upto 10% of the estimated value and Experience Certificates.

First the technical details mentioned by different bidders are taken up for discussion with the bidders or their authorised representatives. Once the bid is accepted, failure to sign the contract leads to the forfeiture of the EMD.

Usually the principle, of “lowest bid gets the contract”, prevails.

To prevent fraudulent collusion between bidders, popularly known as a Cartel, organisations reserve the right to reject all bids without disclosing the reason. The court having jurisdiction in the event of a dispute may also be mentioned.

Sample Prequalification Notice:

DELHI DEVELOPMENT AUTHORITY

Notice No. 27/FO/CE(DWK)/2011

INVITATION FOR PRE-QUALIFICATION

1. Application for Prequalification are invited from firms/contractors of repute to carry out Mega-Housing Project of DDA involving construction of 2000 MIG/LIG flats at various locations of Delhi.
2. The work shall be executed on TurnKey Basis. DDA's liability shall be limited to providing undeveloped land and approval of designs and drawings.
3. The construction will have to be completed within two years of the award of contract using best quality material and fixtures and maximum use of machinery.

4. The contract will be awarded on lump-sum cost basis and payment will be made at different stages of construction.

5. Those fulfilling the following conditions are eligible to apply for Prequalification:

(a) Experience of completing three similar jobs costing at least Rs.30 crores during the last five years.

(b) Annual turnover of Rs.20 crores on civil construction jobs during the last three years.

(c) Having solvency upto Rs.50 crores.

(d) Requisite infrastructure and trained/qualified staff to carry out jobs of such nature and magnitude.

6. Eligible applicants may obtain Prequalification documents from the office of the undersigned on payment of Rs.5000/- in cash or DD, payable at Delhi and favouring Accounts Officer (C.A.U.) Dwarka D.D.A. upto 30.12.2011.

7. Completed documents with supporting evidence as prescribed will be accepted up to 16.00 hrs of 4th January 2012.

A.O.

10th December 2011 DDA (Dwarka)

Limited Tender

Example 1:

HARYANA TOURISM

Notice Inviting Tenders

Sealed Tenders are invited by the Executive Engineer, Haryana Tourism, SCO 17-19, Sector 17B, Chandigarh from approved contractors only for the construction of Urban Haat at Uchana, Karnal at an estimated cost of Rs. 60 lacs. The time for the completion of job will be six months from the date of award of contract. Tender Forms may be bought from the office of the undersigned on cash payment of Rs. 500 only, on any working day. Bids may be submitted with an EMD of Rs. 12,000/- in the form of a DD favouring Haryana Tourism and payable at Chandigarh upto 14.00 hrs. of 7th December 2011 and will be opened in the presence of bidders or their authorised representatives. Haryana Tourism reserves the right to reject any or all bids without assigning any reason. All disputes will be subject to the jurisdiction of Punjab and Haryana High Court, Chandigarh only.

Sd/-

XEN (Projects)

Haryana Tourism

11th November 2011

Example 2:

EMCO ENGINEERING LIMITED

Tender Notice

Offers are invited for the supply of the following items:

(1) Metal spectroscope Table Model with accessories.

(2) G.I. Pipes Medium quality size 15 to 150 mm.

Cost of the tender form is Rs. 75 for item (1) and Rs. 200 for item (2). Printed tender forms would be issued till 15th May, 2012. Completed tender forms alongwith a Demand Draft in favour of the company for Rs. 1,200 towards earnest money deposit should reach the undersigned at the following address on or before 25th May, 2012.

Chief Manager (Purchases)

Emco Engineering Limited

13, Sansad Marg, New Delhi-110 001.

The envelope should be superscribed "Tender-May 2012". The company will not be responsible for postal delays. Tender forms would be opened on 26th May, 2012 at 2.00 p.m. at the above address. The company reserves the exclusive right to reject a tender at its own discretion. Tenders accepted would be subject to the terms of the agreement mentioned in the tender form.

Sd/-

Prasad K.

Chief Manager (Purchases)

Placing Orders

Most companies use printed stationery bought on a regular basis . The advantages are numerous. These Order Forms are generally pre-numbered, so one does not have to worry about a reference number. There are convenient headings and columns, which ensure that relevant information is not omitted. There may be multiple copies for the use of buyer, seller, and others. If terms and conditions are printed overleaf, then attention must be drawn to this fact.

A blank Order Form for routine purchases is shown for illustration:

Order Form F.VI/00

INDIAN LAW INSTITUTE

7 Raisina Road, New Delhi-110001

Messrs Important

Please quote order number and reference on all invoices and correspondence relating to this order.

Order No.

Reference

Date

Please supply the following: Rs. P.

Total

Terms :

Delivery :

Signed _____

Approving Officer

For Office use only

Estimated Cost _____

Goods checked _____

Charge to _____

Letter Orders

Occasional buyers place orders through letters. Such letters must contain:

- (a) An authorization to the seller.
 - (b) An accurate description of goods.
 - (c) Catalogue number if ordering out of it.
 - (d) Quantity or number required.
 - (e) Price per unit and total amount involved in the transaction.
 - (f) Delivery details such as time and place.
 - (g) Payment terms agreed, i.e., whether on delivery or after availing credit.
- Routine Orders may be brief but must contain essential details. If several items are required, a tabular form may be preferred.
- (h) Polite closing inviting a confirmation of acceptance.

Sample Order Letter

A Sample Order in the letter form is given below:

HYDROTECH ENTERPRISES LTD.

Delhi (North) - 110039

Order No. OA/09 Date: 4th January 2012

Oxon Controls Pvt. Ltd.

7, Circular Road

Calcutta

Dear Sir,

LEVEL INDICATOR FOR 8VT STATION

Please refer to your quotation dated 30.12.2011. We are pleased to confirm our Order for Levcon made capacitance type level indicator for use in clear water underground tank as per details given below:

Supply : 230 AC 50 Hz

Indicator : LED direct in Meters

Mounting : Flush

Quantity : 1 No.

Price : Rs. 8,900/-

TERMS & CONDITIONS:

1. Price :Ex-works, Calcutta
2. Discount : 10%
3. Excise Duty : As applicable
4. Sales tax : 4% extra against Form C.
5. Despatch : To site on CIF basis.

Please communicate acceptance by return post and enclose 5 sets of GA drawings to secure approval of the client/department.

Yours faithfully,

Dingra A.

Manager - Purchase

Note: It must be remembered that Orders once accepted are legally enforceable, so care should be taken in preparing them.

Making Complaints

A dissatisfied customer, whether an individual or a company, has every right to lodge a complaint and seek appropriate relief. We may receive wrong goods or the delivery may be delayed, or the goods may be damaged or of unacceptable quality. The following points may be kept in mind while making a complaint:

- A bona fide complaint should be made without delay since the passage of time complicates matters. The seller has difficulty in digging up the records while the aggrieved buyer has to give a convincing reason for delay.
- It is also inappropriate to assume at the beginning that the seller alone is at fault, and to launch an angry offence against him without finding out the truth may be wrong. He may have a valid defense. So we should hear his side of the story before deciding whether he is guilty or not.
- The complaint should be based on factual information about the details of purchase, the grievance and the consequential inconvenience or loss of money and the relief expected.

Example:

Maninder Singh
36, Green Park
New Delhi - 110016

To

The Manager
S M Online
20E, Okhla Estate
New Delhi - 110 020
25th October, 2011

Dear Sir

I bought a 50-hour Internet connection of your company from M/s Comways, F-17, Connaught Circus, New Delhi vide cash memo no.4150 dated 20th October 2011 (copy enclosed). It was registered on Saturday, 22nd of October 2011.

Within two days of activation, I was shocked to learn that 25 hours had already been used. When approached, the dealer expressed his helplessness in the matter and advised me to write to you.

I apprehend that either the package sold to me contained only 25 hours or my Internet time has been used by someone working in your organisation. I understand that the password, even when frequently changed, is known to the Internet Service Provider.

I expect you to give me the full hours for which I have made the payment. I may add that I shall have no option but to approach a Consumer Court if you do not provide the relief sought within reasonable time.

Yours faithfully,

(MANINDER SINGH)

Handling Complaints

Though it would be nice to believe that a customer is always right, unfortunately it may not always be true. A complaint should be acknowledged and looked into at once.

Following are the different ways in which a complain can be handled

Accept Reject

Companies sometimes offer relief, even when they have no legal liability, in order to generate goodwill. After all, a satisfied customer is the best advertisement. So some complains can be accepted, even if the company is not at fault.

Following are the ways of dealing with a complain when it has to be accepted

Accept

When Guilty When not guilty

In either case company can conduct an enquiry and then accept the complain (whether guilty or not) or can accept the complain without any enquiry

Specimens for each case are mentioned below

Scenario 1 (conducting an enquiry)

If you need some time to check the facts, send a polite letter to this effect.

Dear Madam,

We have received your letter of 25th October and we share your concerns.

We have ordered an internal inquiry to ascertain the facts of the unfortunate incident. We expect the findings of the inquiry to be available in a week's time. We request you to wait till then and also assure you that your legitimate interests will be fully protected.

We sincerely regret the inconvenience caused to you.

Yours faithfully,

XYZ

Scenario 2

If the complaint prima facie is genuine then we should willingly own liability and must state very clearly what relief we propose to offer. Care should be taken when accepting responsibility. It is pointless to fix the blame on your juniors as such an act may create problems within the organisation. Whereby, you ultimately create a second problem while trying to resolve the first.

In the following specimen we can see that though the company has no liability towards the customer for the matter under consideration, they are still offering some relief measures as a part of the good customer service practice followed by them.

(Accepting after enquiry, though not guilty)

Dear Sir,

We are sorry to receive your complaint of 25th October. We have looked into the matter and found that the dealer sold you the right package.

Your apprehension that our staff may have stolen your Internet time is also unlikely since we have fairly secure systems in force. Unfortunately, it is

possible, though rare, for passwords to be hacked by outsiders. It is quite possible that someone managed to steal your password.

We have added 25 hours of Internet time you lost to your account free of charge. We also wish to assure you that we are constantly striving to make our systems more secure. May we suggest to you to change your password more frequently?

We sincerely regret the inconvenience caused to you and wish you happy surfing.

Yours faithfully,

XYZ

Rejecting Complaints: Direct Approach

Unfortunately, not all complaints are genuine. After looking into the facts, one may find that the company is not at fault. It is possible that the complainant may be trying to take undue advantage. In such a situation one should politely but firmly reject the claim and state the compulsions.

Letters rejecting a claim or refusing the relief sought are more difficult to draft. Many web-sites offer help in this regard. The sample given below has been downloaded from one such web-site and the details filled in:

Sample Letter:

Dear Madam,

Thank you for your letter of 6th January, 2012. I am afraid we cannot accept your claim that 100 pieces of audio cassettes delivered to you as part of order 2164 were damaged.

I have enclosed a photocopy of our delivery note, which was signed by H. Arora of your company, clearly stating that the delivery was made and the products were in good condition.

As you can appreciate, we do not feel we can take this matter any further.

Yours faithfully,

XYZ

The above specimen uses what is known as a direct approach and mentions immediately after the opening sentence that the claim is not being accepted. The tone also suffers from lack of friendliness. It is possible that many readers may not treat the rest of the letter sympathetically. Therefore, it may be preferable to prepare the reader for the eventual refusal or rejection by using an indirect approach.

Rejecting Complaints: Indirect Approach

Ready-to-send letters are a great help as they save on time and effort. But they may sometimes suffer from deficiencies. In addition, they do not carry the stamp of one's individuality. The example below treats the contents of the complaint with patience, furnishes relevant facts and finally expresses inability to oblige. It may be received more favorably than a direct refusal to do what the complainant has requested.

Dear Sir,

DEPOSIT No. 236415

We received your letter of 20th December, 2011 regarding the interest rate on your deposit with our company.

We checked the records and have found that the deposit was for a period of three years ending 30th November, 2011. You had also authorized us to automatically renew it for a period of one year at the applicable rate of interest, if no instruction to the contrary was received by the maturity date. In the absence of any communication from you, the deposit has been renewed till 29th November 2011 at the prevailing interest rate of 10%.

We may add that we are unable to renew your deposit at the old rate of interest since the RBI has lowered the maximum rate of interest by 1% point effective from 1st October 2011. Should you be interested in a deposit for more than two years, we will be pleased to offer you a higher rate of interest. We hope you will be satisfied with this information.

Yours faithfully,

XYZ

[Some more examples of letters of enquiry are given hereunder.]

1. Enquiry for marketing the goods in a particular area

Patel Computers Private Ltd.

10th Floor, Patel Chambers, Ellisbridge, Ahmedabad - 380 009

Tel.: 2120018 Fax: 2120211

Vision Computers Ltd.

53, New Market, Indore (M.P.)

2nd June, 2012

Dear Sir,

We have seen your new model of Personal Computer (PC) at the Information Technology Exhibition in Pragati Maidan, New Delhi. We are very much interested in this model. We would like to market the PC in Gujarat if you are prepared to give us the exclusive dealership for the entire State. As you know, we are the leading computer suppliers in Gujarat with branches in almost all the main towns. If this suggestion interests you, we shall be glad to know what prices and terms you can allow us. Please send your latest catalogue.

Thanking you

Yours faithfully

Sd/-

Harish Patel

Managing Director

2. Letter of enquiry after a meeting

Varun Marketing Pvt. Ltd.

Kavi Nagar, Ghaziabad (U.P.)

Tel.: 2121150 Fax: 3211187

Mr. Vinay Goel

Golden Chemicals Ltd.

Minto Street, New Delhi-110 001

3rd June, 2012

Dear Sir,

Following my conversation with you at the Indian National Science Conference, I shall be glad if you could send me a catalogue of your new product range—Mosquito Repellants. If you can guarantee prompt delivery and can quote really competitive prices, we may be able to place an order. First class references about our credit standing will be supplied with the order.

Thanking you

Yours faithfully

Sd/-

Vasu Rai

Manager

3. Letter of enquiry for a particular type of goods

Torrel India Ltd.

Lal Chowk, Jalandhar

Tel.: 541811 Fax: 523871

Jain Hosiery Products Ltd.

Station Road

Ludhiana

4th June, 2012

Dear Sirs,

We have an export inquiry for woollen socks and gloves. Please send us an offer quoting your best terms and discount particulars. We shall be grateful for an early reply preferably before the month end.

Thanking you,

Yours faithfully,

Sd/-

S.K. Bhalla

Manager

4. Enquiry regarding supply of goods according to sample

Madras Handloom Stores

1, Mount Road, Chennai-600 001

Tel.: 7181133 Fax: 7118224

M/s. U.P. Handlooms

Connaught Place, New Delhi-110 001

5th June, 2012

Dear Sirs,

We enclose a sample of a 'Khadi' cloth and we would be obliged if you can send us quotation of your products (Pyjama Kurta Suits, Gandhi Caps, etc.) made out of Khadi cloth matching with our sample. We have big orders to be executed immediately.

Thanking you

Yours faithfully

Sd/-

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S. Ramanath
Manager

5. Letter of enquiry in response to business advertisement

Sikkim Milk Products

High Point, Gangtok
Tel.: 5181 Fax: 4812
M/s. Dara Dairy Farm
Sultanpur, Meerut (U.P.)
25th May, 2012

Dear Sirs,

We have been very impressed by your advertisement for “Whitex” skimmed milk powder. Your advertisement mentions that your products are highly acclaimed by Central/State Government agencies but states nothing about the shelf life of your product.

Will you please let us know about the shelf life of your product, its taste and quality certification received from Government Health Authorities?

Thanking you,

Yours faithfully,

Sd/-

Yonus Dong

Manager

6. A letter of enquiry with self introduction

GOOD FIX & Co.

3, Rose Gardens, New Delhi-110 099
Tel.: 8111856, 8111843 Fax: (011) 8112816
M/s. Weegy Metal Screw Industries
Bada Mohalla, Aligarh (U.P.)
10th June, 2012

Dear Sirs,

We read with interest your advertisement in ‘The Hindustan Times’ dated 1st June, 2012. We are impressed by the description of aluminium screws and fittings made by you.

We are a leading building construction contractors and dealers in construction materials in this area. The demand for aluminium fittings is steadily increasing in these parts and we have a large number of enquiries, and orders too for them.

Kindly send us your catalogue and price list for wholesale purchases. Since our annual requirements in metal fittings of all kinds are large, we would like to place regular orders with you. Therefore, please quote the prices and terms most favourable to us.

Thanking you,

Yours faithfully,

Sd/-

Mg. Partner

7. Enquiry regarding business reference

Premier Wire Ropes Ltd.

Hari Plaza, Gurgaon (Haryana)
Tel: 89-11001 Fax: 89-12001

M/s Delite Distributors
Chandni Chowk,
Delhi-110 006

8th June, 2012
(CONFIDENTIAL)

Dear Sirs,

Messrs Verma Hardwares of your area have cited your name as reference. We shall be thankful if you will let us know whether your business dealings with the firm have been entirely satisfactory. In your opinion, can we deal with them on long term basis? Do they enjoy good reputation in business circles?

Any information you may supply us will be treated as strictly confidential and we would be pleased to reciprocate in similar matters.

Thanking you,

Yours faithfully,

Sd/-

Director

8. Asking a manufacturer to send the price list and catalogue

Katmal Khan Home Products

Shafe Ali Lane, Mumbai-400 002

Tel.: 2715182 Fax: 2715611

M/s. Best Plastics

8, Swati Society,

Vadodara-390 002

9th June, 2012

Dear Sirs,

Kindly send us your latest and illustrated catalogue, and price list of plastic moulded furniture.

Thanking you,

Yours faithfully,

Sd/-

Kini Labox

Proprietor

9. Enquiry from suppliers about the price and time of delivery of goods.

Himalaya Stationery Suppliers

1-Park Street, Kolkata-700 071

Tel.: 5811411 Fax: 5824322

The Sales Manager

Hindustan Pencils Mfg. Co.

Rampur (U.P.)

15th June, 2012

Dear Sir,

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We wish to introduce ourselves as general stationery merchants with 40 years' standing in the market.

Since major part of our clientele comes from urban and semi-urban areas of Bihar, Orissa and West Bengal, we are interested in quality goods. Please quote your best prices for colour pencils. Do let us know whether you can despatch the goods within 45 days of the receipt of the order.

You can be sure that your products will have a large market in this area and you will get regular orders from us if your prices are competitive.

Thanking you and looking forward to an early reply from you.

Yours faithfully,

Sd/-

B.K. Mehta

General Manager

Examples of Replies to Enquiries

I. A simple reply to an enquiry

XCON LTD.

5th Lane IInd Street, Gurgaon (Haryana)

Tel. No.: 81-877150 Fax No.: 824111

No. RD/371/2012

Veeking Motors Ltd.

Dalhousie House,

Dehradun (U.P.)

15th April, 2012

Dear Sirs,

We thank you for your enquiry dated 10th April, 2012.

Unit 11 Business Correspondence-I 303

We enclose a copy of our latest catalogue and hope you would find it useful to select the right item(s) and place order(s) with us.

Thanking you,

Yours faithfully,

Sd/-

Manager (Sales)

Encl.: 'Catalogue-2012'

II. Reply (quotation) to an enquiry in response to an advertisement

VOLECTRIC INDUSTRIES LTD.

Phase-I, Shastri Nagar, Ghaziabad (UP)

Tel.No.: 91-818168 Fax: 91-776655

Ref.: VJ/81/2012

M/s. Clearvision Electronics

Lajpatrai Market

Faridabad (Haryana)

April 9, 2012

Dear Sirs,

We are pleased to receive your letter in response to our advertisement in the 'Hindustan Times'.

As requested, we enclose our detailed product catalogue. We would like to draw your kind attention to Item No. 24 in our catalogue—Electronic Regulator. It is the latest one available in the market.

We hope to receive a trial order from you and we assure you prompt services and full satisfaction.

Thanking you,
Yours faithfully,
Sd/-

Manager

Encl: As stated.

**III. Reply (quotation with special terms) to an enquiry
VESPAN MUSIC LTD.**

6, Melody Street, Surat-395001

Tel.No.: 718187 Fax: 681116

Ref.No.: VML/585/2012

M/s. Birds Music Stores

Juhu Market

7, Vile Parle-Juhu Road

Mumbai-400 049

11th April, 2012

Dear Sirs,

Thank you for your enquiry letter of 10th March, 2012.

First of all we are very sorry for the delay in responding to your letter. We have the pleasure to inform you that we have exclusive distribution rights for the music of Hindi Blockbuster—'New York'. We have cut out DVDs besides VCDs. The disc/cassette contains 14 hit songs of this film. Lyrics for the songs have been written by Dr. Vinod Kukrie. The music director of the film is Ram Gopal Verma.

On orders for 100 or more VCDs/25 or more DVDs, we would give you a special discount of 5% on the price mentioned in the enclosed leaflet.

We hope to hear from you very soon.

Thanking you,
Yours faithfully,
Sd/-

Mathew Cherian

Manager (Sales)

Encl.: As above.

IV. Reply to an Enquiry (Quotation) regarding ready availability of a particular product

GOODWORD TYPEWRITERS

17, Hansal Towers, Prasad Nagar, New Delhi-110 008

Tel.No.: 5738192-95

M/s Lovely Stationers

GoodLuck Chambers

115, Karol Bagh

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New Delhi - 110 005

4th April, 2012

Dear Sirs,

We refer to your letter dated 1st April, 2012.

It gives us great pleasure to send you our catalogue which contains all technical details about the Electronic model in which you are interested.

Owing to very large number of orders we have already booked, we regret that we cannot promise delivery within four weeks. However, all efforts would be made to speed up the delivery in case your order is received within the next few days.

Thanking you,

Yours sincerely,

Sd/-

General Manager (Sales)

Encl.: As above.

V. Reply regretting supply/suggesting an alternative

MATADOOR FURNITURES

Khan Market, Lucknow (U.P.)

Tel.No. 442211 Fax: 443311

Mr. Satish Sharma

11, Alkapuri Housing Society

Godwin Street, Lucknow (UP)

16th April, 2012

Dear Sir,

We thank you for your letter dated 10th April, 2012 enquiring about the availability of T.V. stand (wooden) in Oakwood finish.

We regret to inform you that we do not fabricate TV stand nowadays. In case you are very keen to purchase one, you may contact our sister concern—Mathur Furniture Mart, New Market Junction, Azimabad, Lucknow (Tel. No. 771182). Mathur Furniture Mart is well known in this field and their rates are very competitive. Moreover, they do not compromise on quality.

Thanking you,

Yours faithfully,

Sd/-

Vinod Mathur

Manager (Sales)

Examples of Letters of Enquiry and Replies thereto

Enquiry 1

MERIDIAN DRESSES LTD.

Regd. Office: 12, M.M. Road, Chennai-600 002

Phone: 2345683 E-mail: meridian@vsnl.com

Ref.No. 23/84

Sindur Dress Materials Ltd.

123, Dr. B.N. Road

Mumbai-400 023

2nd May, 2012

Dear Sir,

We understand that you are specialize in innovation formulating designs for different dress material for indigenous as well as export markets.

We are one of the latest to enter the industry of garment exports to the USA.

We like to know whether you would be in a position to help us in any way.

We would appreciate an early reply.

Yours faithfully,

Sd/-

Mangalchand

Marketing Officer

Reply to the above

SINDUR DRESS MATERIALS LTD.

Regd. Office: 123, Dr. B.N. Road, Mumbai-400 023.

Phone: 546742 E-mail: sindur@vsnl.com

Ref.: P/1/2012

Shri Mangalchand,

Marketing Officer, Meridian Dresses Ltd.

12, M.M. Road, Chennai-600 002.

10th May, 2012

Dear Sir

We thank you for your letter of 2nd May, 2012.

We are the pioneers in creating new designs for garments which are supplied in Indian as well as in foreign markets. Our designs are the result of study of current trends in vogue in foreign markets. For this purpose, we have our export design staff posted in six countries including the U.S.A. and the U.K.

Our designs are valid for eight months in the sense that our clients can reliably export without any fear of rejection on the ground of the garment being 'out of fashion'. The U.S. market is very 'design conscious' and we get our designs approved by the American Wholesale Vendors.

We are the suppliers of designs for garments to at least 25 exporters of garments in Mumbai alone.

Our charges are quite competitive too.

Let us know if you are interested in entering into a contract with us for at least six months to start with.

Yours faithfully,

Sd/-

Abhay Chand,

Senior Export Designer

Enquiry 2

Dear Sir,

We are interested in purchasing electrical goods for our proposed new factory at Bilaspur. We have been given to understand that your company's goods meet the highest standards of quality and performance. Would you please let us know your terms for supply of the following items:

P.V.C. Tubes ... 12600 meters (length)

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Wires (to carry 1000 volts current) ... 40500 meters

Bulbs (1000 watts) ... 4000 numbers

Switches ... 700 numbers

Wires (to carry 220 volts current) ... 3000 meters

Bulbs (500 watts) ... 270 numbers

Voltage Stabilisers ... 80 numbers

We would be happy to receive your reply by the return post.

Yours faithfully,

Status Enquiries and Replies

Before extending any credit facility, enquiries are made about the prospective client. It is usual to find out the credit worthiness and standing of the prospective client from its bankers. Also, enquiries are sometimes made from other suppliers of the prospective client. The opinion given by a bank carries more weightage and authenticity.

It is to be remembered that banks do not give opinion on credit worthiness and standing of a party except to fellow bankers by way of courtesy.

Asking for references

“We are thankful to you for evincing interest in our products. Before we can effect supplies, we would request you to furnish the names of your bankers and of any other party who will be in a position to furnish information about your credit and standing.

This is as per our business practice.”

Miscellaneous Letters

A few letters of order, complaints, etc. are also given below for your information and guidance.

Letter of Order

MANNAN AGENCIES LIMITED

Regd. Office: 23, N.M. Road, Chennai-600 012.

Phone: 34567

E-mail: manna@usa.net

Ref.: 0/23

Indrani Electricals Limited,

123, Asaf Ali Road,

New Delhi.

11th April, 2012

Sirs

Sub: Order for fans

We thank you for your letter dated 3rd April, 2012, enclosing your catalogue and price list. We are pleased to place order for the following items:

‘Mercury’ Pedestal fans ... 25 Nos.

‘Solar’ Ceiling fans ... 40 Nos.

‘Breesee’ Mini fans ... 60 Nos.

Kindly negotiate the documents through Indian Overseas Bank, Mount Road Branch. Payment will be made on presentation of documents. As mentioned in your price list, please offer us a discount of 15% on the listed price.

We request you to confirm despatch of the goods by return of post.

Yours truly,

Sd/-

Mani R.

Sales Officer

Reply to the above

INDRANI ELECTRICALS LIMITED

Regd. Office: 123, Asaf Ali Road, New Delhi.

Phone: 523368

Ref.: E/230

Mannan Agencies Limited,

23, N.M. Road,

Chennai-600 012.

15th May, 2012

Sirs,

We refer to your letter 0/23 dt. 11.4.2012 ordering supply of ceiling, pedestal and mini fans. We confirm having sent the goods through Toofan Carriers Ltd. L.R. No. 234 dt. 10.5.2012. The invoice and the original L.R. have been negotiated through Bank of India, our bankers, who would present the documents for payment through Indian Overseas bank, Mount Road Branch, as requested by you.

Kindly inform us as soon as you receive the bills.

Thanking you,

Yours faithfully,

Sd/-

Maninder Singh

Sales Manager

Letter stating complaints

“We are thankful to you for your prompt compliance with our request to supply fans as per order dated 11th

April, 2012.

However, on opening the pack of consignments, we were disappointed to note that the blades of 8 ceiling fans were damaged.

The paint has peeled off awkwardly in 3 pedestal fan trunks and Mini fan blades. Would you please rectify the defects at the earliest?”

Reply to the above

“We refer to your letter dated... and are sorry to note that some of the fans were defective. We understand your anxiety over the unfortunate development. Kindly keep the defective fans separately. Our insurance agents at Chennai would inspect the same. We are, in the meantime, arranging to send a fresh consignment in replacement of the defective items. Kindly hand over the defective fans to our insurers. We are extremely sorry for the inconvenience caused to you.”

Complaint regarding delay in executing the order

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“We refer to our letter No. 23/84 dt. 1st February, 2010 for urgent supply of 400 numbers of rain coats as per the specifications given vide our earlier letter. We regret there has so far been no response from your end.

Would you please wire particulars of despatch?”

Reply to the above

“We are sorry to have delayed despatches against your orders. There was a sudden demand from the Defence Ministry to supply rain coats to the defence personnel on an emergency basis. We thought that we would be in a position to meet your order by Mid- April. However, due to a second bulk and very urgent order for yet another consignment of 3000 rain coats from the Defence Ministry, we could not effect any despatches to any of our other customers.

We are sorry for the unexpected development that has delayed the despatch of rain coats. You may appreciate that we are under obligation to supply rain coats whenever the Defence Ministry places an order.

We confirm having despatched 200 rain coats through Speedy Transports vide their L.R. 1234 dt. 23rd May, 2010 under the instructions that the goods shall be delivered at your door. The balance 200 rain coats would be despatched by the end of May 2010.

We request you to bear with us till then.”

Explaining cause for the delay in despatches

“We share your anxiety and displeasure over the inevitable delay in despatch of consignment for which you have placed an order. You may be aware that due to communal disturbances in Mumbai normal life has been thrown out of gear. Curfew has been imposed for the fifth day in succession. Transporters have closed their offices fearing untoward incidents. Virtually, there is no movement of goods for the last 10 days.

Under the circumstances, we are helpless, though willing and able to send the consignment. Kindly bear with us till normalcy is restored.”

A circular letter informing unexpected strike and resultant delay in despatch of goods

Kenson Auto Spare Parts Ltd.

Regd. Office: 151 Akurdi, Pune-411 031

Tel: 752811 Fax: 753911

No. CSP/2012

To

(Dealers)

9th June, 2012

Dear Sirs

We wish to inform you that the recent State wide strike by Transport Operators has caused delay in despatch of goods from our factory. Actually, we have got adequate stock of the items you require. We could have sent the consignment well in time but for the unexpected strike called by the Transport Operators in the State. We are very hopeful of an early settlement of the strike and in the meantime, request you to please bear with us. We are

very sorry for the unfortunate delay in despatch of goods under your order. However, we assure you, once normalcy is restored, we shall give top priority for the despatch of your consignment without any further delay.

Thanking you,
Yours faithfully
Sd/-

Manoj Jadeja
Sales Manager

Inability to execute an order

“We thank you for your letter placing order for supply of 200 bales of terrywool suit lengths.

While thanking you for the faith you have reposed in our brand, we are sorry to state that due to heavy orders at hand, we would be unable to fulfil your requirements for another two months.

Please let us know within a week’s time whether you would like to be included in the waiting list. We have tentatively included your name in our waiting list, hoping you will confirm our action. However, if you would like us to refund the advance paid by you kindly inform us about the same.”

Substitute goods offered

“We thank you for your order for supply of 40 table fans. We regret that we have no ready stocks of ‘Breezy’ fans at the moment as you might be aware that due to prolonged strike at the factory, there have been no fresh despatches from the factory.

However, we have stocks of ‘Coolings’ fan which is of similar quality and grace as ‘Breezy’ fan. Further, ‘Coolings’ fan carries a two-year warranty and free servicing for four years. This brand has picked up considerable market in Pune and Mumbai. Please let us know whether you are interested in procuring ‘Coolings’ fans on an experimental basis. You would find its performance quite encouraging. Please do not mistake us in suggesting this alternative offer. Should you need refund of the advance paid by you, we shall be prepared to do so immediately on receipt of your intimation”.

Complaint regarding bad quality

“We had procured 1,000 numbers of ‘BEEMPLIGHT’ fluorescent tubes vide our orderdt We are being faced with numerous complaints from our customers regarding the performance of these tubes. In fact a majority of complaints are from individual customers. The problem in all the cases has been that after 3 weeks of good performance, the tubes fail. Out of 230 items sold, around 130 complaints have so far been received. Samples of 10 tubes which have failed have been sent to you yesterday for examination. We have however stopped selling these tubes. Around 650 tubes are lying with us. As your reputation as manufacturer of quality tubes is at a stake, we feel that it is in your interest that these defective tubes are withdrawn and tested again.

Please let us know when and how we should despatch these 650 tubes to you.”

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Intimating customers' complaint and suggestion for better customer service

Geo Electricals

13, G. Memon Street, Mumbai - 400 002

Tel.: 2121837, 2153718 Fax: 2561816

No. M/1/97

Mondec Electrical Equipments Co. Ltd.

12, Wadala Industrial Estate,

Mumbai - 400 072

1st January, 2012

Dear Sir

Reg.: Mondec Automatic Washing Machines – Model 'XAM'

We regret to inform you that many of our valued customers, who have recently bought your "MONDEC-XAM" Washing Machine from us, have lodged complaints about mal-functioning of the machine. Most of the customers have also made complaints regarding poor after-sales-service provided by your Authorised Service Agent. Copy of written complaints received from customers is forwarded for your immediate attention and action. We always believe that in business, 'Customer is always right' because generally no customer complains unless there is sufficient reason to complain. A satisfied customer is the best advertisement and to have a satisfied customer we should give him the best product and service.

We, again, emphasise that there is an urgent need for improving the After-Sales-Service for maintaining the

reputation of your company. It is our sincere suggestion that an independent/exclusive After-Sales-Service Centre, manned by factory trained personnel be started forthwith to provide best services to the valued customers.

Thanking you,

Yours faithfully

Sd/-

Sadak Hashmi

Prop. Geo Electricals

Encl.: As above.

Complaint regarding careless execution of an order

"We thank you for your promptness in executing our order. However, on opening the packs we find that the supplies are not in consonance with our order.

You have sent 50 armless folding chairs, 100 chairs with arms, 80 folding tables with mica tops. We had infact asked for 100 armless folding chairs, 500 chairs with arms and 50 folding tables with mica tops.

It appears the mistake has probably crept in at the stage of processing of various orders. Kindly let us know how we should return the 30 tables not ordered by us. Also please confirm that you would be despatching the balance quantity of chairs.

Reply to the above

“We are very sorry to learn that supplies made to you were not in accordance with the order placed by you.

We regret that the error is due to clerical oversight in processing various orders.

We confirm having sent to you today 50 armless chairs and 400 chairs with arms vide Speedways’ L.R. No.

567 dt. 12.5.2012.

You may please return 30 tables to us through Speedways at our cost.

We once again regret for the error and the consequent inconvenience caused to you”.

Points to Remember

□ A letter of enquiry is an info, seeking letter

□ A letter of enquiry must clearly state the following:

(i) the purpose of the letter

(ii) Request for catalogue/price list

(iii) The details of the sender’s business

(iv) Request for terms relating to discount, credit, mode of delivery etc.

(v) An idea of the quantity needed so that the supplier may quote the best price.

□ A reply to an enquiry must take care of the following:

(i) a reference to the date and no. of the letter of enquiry

(ii) thanks to the party for showing interest in the receiver’s products

(iii) courteous tone

(iv) all relevant information about goods, prices, discount, etc.

(v) whether the catalogue/price list is enclosed or is being sent separately

(vi) assurance of best service to the sender of enquiry.

INTRODUCTION – SALES CORRESPONDENCE

“A fool and his money are soon parted”, claims a popular saying. But on the other hand it also highlights the fact that it is very difficult to make people spend their money by reading what we have written or listening to what we have said. Such writing encounters a natural resistance from readers. It is common to see a handbill being thrown away moments after it is thrust into someone’s hands in a market. Sales persons often find doors being slammed shut on them just after they have spoken the first few words and declared the purpose of their visit. Therefore, it is important to choose the first few words with abundant care. Effective Sales writing demands following what is known as the AIDAS plan which stands for Attention, Interest, Desire, Action and Satisfaction.

These are usually combined or blended so smoothly in the well-written persuasive message that it is difficult – and unnecessary – to separate them. Also, the parts do not always occur in the sequence given above.

Strategic Marketing

Defining Segments

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We buy for a variety of motives. For instance, cosmetics and contact lenses worth trillions of dollars would not sell if we did not want to look better. The health tonics and gym equipment would not find a market if people were not health conscious or did not want to remain slim. The insurance industry thrives on our fear of loss or death.

The luxury cars and deluxe flats in prime locations partly sell because we want to display our status. Before we begin to write, it is necessary to understand why someone may buy our product.

It is also clear that all products are not meant for all the segments of society. Would it make any sense to offer a life-insurance package to a child? Or for that matter, a wrinkle-removal cream to a teenager. This is not to suggest that all products or services are segment-specific. Sales campaigns are launched to widen segments and use or lure those believed to be outside it. Children may be used to influence the choice of parents, say, about an expensive CD system they are going to buy. An old grandma may be presented as young enough to have a chocolate. The brand name is often repeated in order to ensure that it registers.

It is a good strategy to first define for ourselves as to what can be the motive of the buyer, the segment we are trying to target, and then write accordingly.

Sales Letter

A sales letter is written to an individual keeping his specific needs in mind. For instance, a communication offering to sell a product or service to a particular entrepreneur is a sales letter. When it is drafted for circulation among a large number of people, it becomes a sales circular.

Let us first look at specimen of a sales letter.

Dear Mr. Khanna,

We thank you for choosing the **Instant** Internet package, which was brought to you by International Datamatics Ltd. of India. We are sure you enjoyed surfing the net and found the service fast and reliable.

Your Instant package contained 25 hours of Internet time out of which you have already used 20. We wish to offer you the same standard of fast and uninterrupted connectivity through our advanced **Constant** package.

The Constant package is offered to **Instant** users at a nominal conversion price of Rs.200 only. A **Constant** connection will enable you to surf the net at a special rate of Rs.5 per hour only. Being a privileged user, you do not have to register again. Just click your mouse on the switchover option on our website or call our customer care number 915359112 (toll-free).

Surf now and Pay later!

You do not have to make any payment now. The conversion price will be added to your first monthly bill.

We look forward to a long association with you.

Yours sincerely,

Sales Circulars

The difference between a sales letter and a sales circular is subtle (small but important). A sales circular is drafted with a large number of people in mind. It may still address them with a singular salutation such as Customer,

Subscriber, Investor or Client. This is done to create the illusion that it has been drafted with the recipient in mind.

Every copy of a sales circular may even carry a different name and address by using the Mail-Merge facility. It would still be a circular because the same message is being circulated to all segments of people.

A Specimen circular selling a Mutual Fund to prospective investors is given below:

Dear Investor,

Are your funds still earning a low 4% interest in a savings bank account?

If yes, then we wish to offer you an investment option, which combines the liquidity of a bank account with comparable safety and possibility of higher returns.

Anglican Balanced Fund opens for subscription on the New Years's Day. At least sixty percent of receipts will be invested in equities and the rest in debt instruments. To ensure a consistent return during volatile market conditions, twenty-five percent of receipts may be invested in derivatives. This will also act as a hedging measure.

The dividend will be tax-free in the hands of the investor. There will be no entry load and the minimum subscription will be Rs.5,000 only. To ensure liquidity, requests for redemption will normally be cleared within two days. The fund will offer the usual provisions for joint holding and nominations.

Anglican Balanced Fund will be managed by the same experienced and skilled team of professionals, who have given very good returns in the past even in sluggish market conditions. Considering the performance of earlier schemes launched by the same group and the size of the promoters' corpus, the rating agencies have awarded it "High Safety Rating".

We are confident your idle funds can fetch you better returns through investment in **Anglican Balanced Fund**.

Please contact your Investment Advisor or call the nearest Customer Service center for a copy of the Prospectus and an application form. You may visit our web-site (www.anglicanfund.com) for downloading the details.

Yours sincerely,

An analysis of the above draft shows that the writer is aware of the purpose of the circular i.e. to sell a scheme of Mutual Fund to a prospective investor. He understands that he has only a few seconds to capture the attention of the reader. Therefore he tosses a question at him and expects him to say "Yes". Most of us do leave our money in Savings Accounts where it earns very low interest. He then addresses himself to the question the reader is most likely to ask. "How does this scheme help me?"

The next two paragraphs give details of the scheme to arouse the investor's interest and create a desire in him to derive the likely benefits. However, the claims made must appear true and believable. Then come, the reference to other schemes and the results already obtained through them. The circular ends with multiple options, including a toll-free phone number, to obtain further information and application form.

Specimen Circular Letters

A few specimens of Circular Letters are given herein :

This circular is about a mobile handset. The opening sentence appeals to a desire to possess the latest model. This is followed up with product details. Information about the number of sales and service outlets is meant to assure the buyer about the reliability of the seller. The language is more polite since it is an unsolicited voluntary offer.

The brand name is repeated to ensure that it registers in the mind of the reader.

Berry i-Phone

Dear Friend

The mobile phones that were used to just make and receive calls have gone out of fashion long back. The latest hi-tech gizmo in the field of mobile telephony is the Berry i-phone - a Generation 3 handset with an internal antenna.

The versatile i-phone has been created for a mobile professional like you. Its dual band supports High speed Circuit Switched data at speeds upto 43.2 kbps and Wireless Application Protocol (WAP) enabling access to internet. It integrates through a server with an enterprise's information management system to provide access to databases, internet and email.

Berry i-phone has a big display touch screen, 8 mega pixel camera and 32 GB internal memory. It is powered with a 650 MaH Li-ion semi-fixed battery to provide a talk-time of 3 hours and a stand-by time of 150 hours.

Berry i-phone has Sales outlets in 113 countries across the globe. They also offer matchless after-sales Service just in case you require it.

Interested? Call toll-free 98110002222 for more details about Berry i-phone or visit your nearest Sales outlet.

Yours sincerely

Circular informing Seasonal Discount

MEENU MACHINES LIMITED

Regd. Office: 12, M.M. Road, Chennai-600 002

Phone: 34567

Circular 23/2012

12.7.2012

To

(Customers)

Dear Sir/Madam,

The off-season is about to set in. You would be eagerly awaiting announcement of the scheme of offseasonal discount. The Government of India has to be complimented for its bold decision to reduce the duties of excise on some of the components of the electric fan and therefore, this season, we have something attractive to offer you by way of discounts.

Discount on pedestal fans 15%

Discount on table fans 20%

Discount on ceiling fans 18%

Discount on Mini fans 16%

The above rates of discount are valid upto 25th November, 2012. We hope you will fully avail of the discount offer and place your valuable order immediately.

Yours faithfully,

Sd/-

Mani S.

Manager (Sales)

A circular letter to dealers announcing off season discount scheme

Sonal Home Appliances & Electronics

Clock Tower Road, Ludhiana - 143 001

Phone: 668754, 668751 Fax: (0145) 658564

1st June, 2012

To

(All Authorised Dealers)

Dear Sirs,

Sub.: Special Off-season Discount Scheme, 2012

We are pleased to inform you that we are now offering a unique off-seasonal discount on showroom prices of our 'Penguin' refrigerators of 165 and 195 litres capacity. The scheme would be in operation with effect from 10th June, 2012 to 31st January, 2012. The details of the scheme are as under:

A. Discount amount offered Capacity of fridge

Rs. 1000 on 165 litre

Rs. 1200 on 195 litre

B. The discount is offered on showroom price of the fridge and is applicable only on full cash down payment by the customer.

C. The scheme is not extended to purchases on instalment/hire purchase schemes. We are planning for a nationwide advertisement campaign both in the print and electronic media, on this occasion to publicise the off-season discount scheme, 2012.

We are sending through our company courier necessary publicity materials like banners, leaflets etc. which may please be exhibited prominently in your showroom to attract the attention of potential customers.

Looking forward to receiving your full cooperation to make a grand success of the scheme.

Thanking you,

Yours faithfully,

Sd/-

Asha Goyal

Manager - Sales

A circular to stockists announcing special incentive scheme

Vishal Detergents Ltd.

Clock Tower, Ludhiana

Tel.: 521811, 531811 Fax: 571819

1.1.2012

To

NOTES

(All Authorised Dealers/Stockists)

Dear Sir,

Special Incentive Scheme – 2012

We are pleased to inform you that we are now offering a unique Incentive Scheme for our dealers/stockists who achieve higher sales of our company's products during the Calendar Year 2012. Under this scheme, we offer to all our authorised dealers/stockists an additional incentive of a trade discount @ 5 per cent for registering higher sales during 2012. The details of the scheme are as under:

Additional Incentive Aggregate sales achievement

Discount offered (1.1.2012 to 31.12.2012)

Rs.

Nil Below 1,00,000

5 per cent 1,00,000 – 5,00,000

10 per cent 5,00,001 – 10,00,000

15 per cent 10,00,001 – 15,00,000

20 per cent 15,00,001 – 20,00,000

25 per cent 20,00,001 and above

Looking forward to receiving your valuable orders and continued cooperation and support for achieving higher sales of our products.

Thanking you,

Yours faithfully,

Sd/-

Shah Tannan

Manager - Sales

Circular informing increase in prices

“We are thankful to you for your valuable orders for supply of various paints and enamels, all these years.

The increased turnover of the company by 34% this year, 7 months after the close of last year, indicates the increasing popularity and acceptability of our products. True to our tradition, we are improving the quality and range of our products constantly with a view to become more and more innovative in combination of colours. Due to our increased R & D activity, we have made considerable headway in new production processes. This has necessitated import of certain inputs. Obviously, this would lead to a marginal increase in prices. We take you into full confidence in announcing an increase in price ranging from 2% to 6% on various items as shown in the enclosed price-list. We hope you would continue to patronise our goods as you have done in the past.

It pays to pay a little more for QUALITY.”

Circular informing appointment of sole-selling agent

“We thank you for having patronised our products all these years and sincerely hope that you would continue to patronise our products in the years to come.

To coordinate the supplies from different customers, we are pleased to announce appointment of Seethal Agencies Limited as sole-selling agent for our range of products w.e.f. 16th May, 2012.

We request you to place all your valuable orders with them henceforth. All orders received by us till now will however be executed by the company.

We are hopeful that in the years to come, there shall be a considerable improvement in our services to you.”

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Circular Informing Discontinuance of Services of a Sales Officer

“We bring to your notice that Shri Narayan Dutt Yadav, our Sales Officer, ceases to be our employee. Shri Yadav has no right to represent the company any longer. You are requested not to deal with him as a representative of our company.

Any payment made to him on company’s account would not be a valid discharge”.

Circular Informing Prize Scheme

“We value the patronage you have been extending to the company’s products all these years. We are sure that you would continue to extend the same brand loyalty in the years to come. You are aware that our company is very particular in ensuring quality and reasonable prices at the same time. The recent price hike by 15% in our products was necessitated mainly due to the imposition of new excise and customs duties.

With a view to encourage the sales performance, the company is glad to announce the following prizes:

First Prize – Maruti SX4

Second Prize – Honda Jazz

Third Prize – Tata Nano

The first, second and third prizes would be drawn by lot from among those whose off take for the quarter Oct- Dec., 2011 is not less than Rs. 15 lakhs, Rs. 10 lakhs and Rs. 7.5 lakhs, respectively. We hope to receive your valuable orders.”

Circular Informing Special Concession

“We are indeed very glad to know that you are one of our regular subscribers to our monthly ”Corporate Law Reporter”. You would be happy to know that the journal is entering its silver jubilee year.

On this occasion, we are pleased to inform you that on all renewal subscriptions to the journal, a discount of 25% is being allowed. You would, therefore, have to pay only Rs. 300 (as against Rs. 400) as subscription for the ensuing year. We have pleasure in extending this discount concession also to anyone whose name you recommend for subscription.

Kindly inform us regarding your decision by 30th April, 2012, so that we can plan our printing schedule accordingly.

Earnestly soliciting your patronage and assuring you of our valuable services at all times.”

Circular Informing Change of Address

“On and from 12.5.2012 we would be functioning at the following premises
123, Jaleel Buildings,
M.M. Road,
Cuddalore - 601 023.

Our new telephone numbers are

65 65 67

65 65 68

65 65 69

Kindly ensure that in future all your correspondence is directed to the above address.”

Circular Announcing Opening of New Regional Office

“We are happy to announce opening of our full fledged Regional Office at Patna in order to cater to the requirements of various dealers in the States of Bihar and Sikkim, and also Nepal.

The Regional Office would function at the following address with immediate effect.

12, Asaf Ali Road

Patna – 800 007

Shri R. Sridhar is our Regional Manager. You may write to him for all your requirements. He would be pleased to serve you at all times.”

Advertisements

Advertising is a paid communication, for the masses. Its ultimate purpose is to impart information, develop attitudes, create needs and induce action beneficial to the advertiser.

The advertisement budget is on the increase universally.

Apart from being used as a marketing force, advertisements may also relate to the functions like–

(i) improving public image

(ii) the opening of a new factory or sales office

(iii) explaining management’s stand on a strike by workforce

(iv) informing the consumers and the general public about malpractices prevailing in the market pertaining to company’s products, infringement of trademarks, copyrights, etc.

(v) publication of notices, etc., under various statutes

(vi) recruitment of personnel

(vii) inviting tenders, sale of scrap

(viii) public issue of shares, debentures, etc.

(ix) appointment of dealers and distributors

(x) hike in prices.

Advertisement Vs. Publicity

Sometimes the term ‘publicity’ is used synonymously with ‘Advertisement’. Terminology differs from country to country, industry to industry and even within an industry itself. Without leaping into semantic differences, the term ‘advertisement’ is used in this head to refer to all the above-mentioned categories. However, it should be kept in view that advertisements should be

drafted in such a way so as to suitably serve the purpose. In the table given below, an attempt has been made to highlight 'emphasis areas' of advertisement for different purposes.

Essentials of Advertisement

Advertisements aimed at improving public image, sustaining and fostering demand for company's products are the most strategic ones requiring skill in laying out the copy of the advertisement, besides timing them well.

Marketing management specialists are constantly involved in evolving new advertisements strategies. The discussion of these strategies in greater detail may lead to lopsided (not equally balanced) emphasis of this study. It will suffice to say that the key phrase in communication lies in the nature of audience, a vastly heterogeneous mass of people whose attitudes cannot usually be changed by mere advertising.

In order to influence an audience reading the advertisement (for we are concerned with written communication here) in the manner desired, four essentials are required in the advertisement copy.

1. The audience must be exposed to the communication.
2. The members of the audience must be able to perceive correctly as to what response the communicator desires.
3. The audience must remember or retain the message sought to be communicated.
4. The audience must act on the advertisement.

Essential Components of Various Advertisements

In the table given below an attempt has been made to highlight the 'emphasize area' of advertisement for different purposes:

Advertisement Opening Statement of Malpractices Statutory Tenders
for recruitment of a branch/ management in market, Advertisements
factory on workmen's in- fringement strike of a trade mark

1 2 3 4 5 6

1. Job in Venue Facts Warning to Forms prescribed Exact requirement offenders in the Statute quantity required
2. Salary and Date of Inoffensive & Caution to Cautious Quality perquisites opening cautious consumers language specifilanguage especially in the cations case of announcements regarding issue of shares
3. Qualifications Any special Showing a Distinctiveness of Date and and service being benevolent attitude the mark/brand- time of experience rendered to the of management test to identify receipt of dealers or the the real brand tenders and public opening of tenders
4. Deadline for Regret for Date and time sending inconvenience of Inspection applications caused in the case of to the public sale of scrap
5. Brief history Keeness to of the resolve the company, if dispute at talented and the earliest. Professional personnel are to be attracted Advertisement for recruitment Opening of a branch/factory Statement of management on workmen's

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Advertisement Today

Traditional methods of approaching prospective customers are through handbills, leaflets, pamphlets and brochures. They are relatively inexpensive but suffer from low circulation figures. Therefore, companies rely more on newspapers, television and internet to send their message across.

It is difficult to imagine today's world without advertising. Three-fourths of a newspaper is devoted to advertisements of various kinds. Television programs are interrupted at frequent intervals to telecast commercials. On the internet, one finds goods and services being advertised on home pages of different search engines and websites. Advertising is frightfully expensive. Therefore, it is essential that the advertisement should serve its purpose. It should be tastefully prepared and printed or aired through the right media at the right time. This calls for professionalism. Therefore, most companies entrust the job of preparing their sales campaign to advertising agencies that have expert professionals working for them.

As already pointed out, advertisement strategy right from preparing the copy, timing, frequency, etc., is a function of sophistication and through professionalism.

Classifieds

Advertisements may be printed in newspapers under familiar headings such as Matrimonials. Such advertisements are called Classifieds and charged on the basis of words or composed lines. The drafting of classified advertisements has similarities with that of telegraphic messages. The rules of grammar are relaxed in order to keep the matter brief. However, relevant and accurate information must be made available. For those unwilling to reveal their identity, newspapers offer a Box number service on extra charge. Responses received against their Box Numbers within a specified time are delivered to respective advertisers.

You may advertise a vacancy under Situations Vacant. For those looking for a position, the right category is Situation Wanted. A company may choose to advertise under For Sale, Business Offers, Public Notices, etc. depending on its needs.

Sample Classifieds

Some samples of classified advertisements are given below:

SITUATION VACANT

Reputed associate of a leading foreign bank requires smart graduates with good communication skills for hardcore marketing. Walk-in interview between 12 noon to 5 pm on 5th February at Hotel Hilton, Connaught Circus, New Delhi.

SITUATION WANTED

Accountant available, annual/computerized, regular/pending account writing upto finalization. IT, S.T., PAN, Internal Audit, Project Reports. Contact 9810076299

FOR SALE

Korean Injection Moulding machine-180 tons, excellent condition, inspection by appointment. Call 914 770930 or write to Box No. 777, Economic Times, New Delhi-110 002.

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BUSINESS OFFERS

Well established Delhi based NSE member and DP with NSDL wishes to appoint sub-brokers/franchisees for share broking/Dmat services in the Northern region. Initial investment Rs.10-15 lakhs. Contact ELP Associates, 7, Pusa Road, New Delhi. Ph.11-5712222 Fax. 5744444.

NOTES

Public Notices

It becomes necessary at times to issue public notices. Sometimes, these notices are statutorily required. It is essential, therefore, to know how these are drafted for publication in newspapers/journals.

Some specimen public notices are given hereunder.

Advertisement giving notice for issue of New Debenture Certificates

Narmada Petroleum Limited

Regd. Office: 1, Beach Road, Bharuch-Gujarat

PUBLIC NOTICE

It is hereby notified that the Company has, in consultation with the Stock Exchanges, fixed closure of register of debenture holders (Convertible Debentures) and transfer books thereof from 6th July 2012 to 11th July, 2012 (both days inclusive) for issuing New Debenture certificate(s) on cancellation of the existing Debenture certificate(s).

In view of this all genuine convertible Debenture holders are hereby requested to lodge their Debenture Certificates, alongwith relevant applications for transfer in their favour on or before 4th July, 2012 with the Registrars of the Company viz. Cavy Consultants Ltd. at 11th Floor, Surya Mahal, 121, MG Road, Ahmedabad-380 006 or at any of the Investor Relation Centres of the Company for issuing new Debenture Certificate(s).

Sd/-

Date: 4th June, 2012 Company Secretary

Advertisement indicating the closure of public issue of shares

SHREE RAJASTHAN SYNTEX LIMITED

Regd. Office: 4-D, New Fatehpura, Udaipur-340011

ISSUE OF 8,00,000 EQUITY SHARES OF Rs. 10 EACH FOR CASH AT PAR ISSUE CLOSES TODAY

The Board of Directors of the Company thank the investing public for their wholehearted support Issue Managed by

STATE BANK OF INDIA

Merchant Banking Division

Advertisement indicating the payment of interest on debentures

MANGALORE ASBESTOS LTD.

Mangalore-2

Payment of Interest on Debentures

The company has fixed 30th June, 2012, as the 'Record Date' for the purpose of payment of interest on the 20,50,000, 15% secured Redeemable Non-convertible Debentures of Rs. 100 each for the period 1st December, 2011 to 30th June, 2012.

All transfers received by the company before the close of business hours on 30th June, 2012, will be taken into account for the purpose of payment of the interest.

By order of the Board of Directors

Mangalore M.K. Murthy

18th May, 2012 Secretary

PUBLIC NOTICE

Members of the general public are warned against some unscrupulous persons collecting premium in cash and issuing forged and fabricated insurance cover notes carrying the name of New India Assurance company.

It is therefore requested that payments should only be made to authorised agents after verifying their credentials.

Payments should only be made through Account Payee cheques drawn in favour of the company.

The company shall not be responsible for any payment made to unauthorised persons.

General Manager

20.1.2012 New Indian Assurance Company

Note: A few more specimens of Public Notices are given in Study X.

Appointments

Senior level positions are generally advertised in Appointment pages or in a box. So are prized products and services. The space is measured in units of column/cms. The charges vary according to the circulation and goodwill of the newspaper. Advertising agencies vie for corporate advertising accounts, which may run into crores of rupees. They use the services of copywriters, commercial artists and visualisers to turn a concept into an effective sales campaign.

A few specimens of advertisements are given herein for your information and guidance.

Specimen-1

"Required immediately stenographer having experience of minimum two years with speed of 100/40 words.

Apply immediately Box No. 2345, Hindustan Times, New Delhi-110001."

Specimen-2 "Required for a fast expanding manufacturing organisation, the following personnel:

1. Accounts Assistant: Minimum qualification, B.Com. with Intermediate Costing, must be capable of maintaining accounts at factory and stores. Experience in factory accounting for at least two years essential.

2. Commercial Assistant: Minimum qualification B.Com. should be well versed in liaison work with government and other agencies. Minimum experience of two years essential.

3. Export Assistant: Minimum qualification graduation; should be well conversant with export documentation and must have experience of at least three years in an export organisation.

4. Receptionist-cum-telephone operator: Lady candidate preferably with convent background, fluent in English and Hindi, should have a pleasing personality. Experience of two years desirable but not essential.

Apply immediately to Personnel Manager, XDC Ltd., P.O. Box No. 99, Hyderabad-500 009.”

Specimen-3

“INDUSTRIAL LININGS LIMITED REQUIRES”

DRIVER

Rs. 6500 p.m. plus perks

The candidate must be smart, experienced and qualified to drive both foreign and Indian cars. The applicant should be fluent in English. He will be posted at Mumbai but will accompany Senior Executives and foreign dignitaries on outstation duties. Those having experience in handling embassy cars would be preferred.

Applications should reach the undersigned on or before 12th May, 2012.

Manager (Personnel)

Industrial Lining Limited

17, D.N. Road, Mumbai-400 005

Specimen-4

MAINTENANCE SUPERVISOR

A large public limited company requires maintenance supervisor for its factory near Faridabad. Candidates should be Diploma Holders in mechanical engineering with at least eight years experience in mechanical maintenance and continuous process industry. Good salary will be offered to the right candidate. Benefits of bonus, P.F., gratuity and medical subsidy available. Please apply within 10 days with complete bio-data, salary drawn previously and expected presently to Box No. 4567, Hindustan Times, New Delhi-110 001.

Specimen-5

A national firm of Architectural Engineers with international association requires LADY SECRETARY for their Head Office at Delhi. The incumbent shall be offered attractive remuneration well above market rate. An excellent command over English and a pleasing personality are essential requirements. Reasonable speed in shorthand and typing together with ability to correspond independently in English shall be an added advantage.

Applications with recent passport size photograph and full details of educational qualifications, age, experience, current and past employment should be sent within 10 days to:

Splendour Construction Engineers Ltd.

123, Manasarovar, Nehru Place,

New Delhi-110 019.

Specimen-6

ABC LTD.

NEEDS

ASSISTANT COMPANY SECRETARY

(Rs. 20,000-200-30,000)

The candidate should be a Graduate with Membership of the Institute of Company Secretaries of India (ACS/ FCS) with 6 years experience of which at least one year should be in the Secretarial Deptt. in a large organisation handling Board and Company Law work. Experience in administrative work and a Degree in Law will be an added advantage.

326 FP-BMEC

Age: Around 35 years.

EMOLUMENTS

Minimum of scale is Rs. 25,000 p.m. Other benefits include medical reimbursement, accident insurance, leave encashment, LTC, PF, bonus, etc.

Application on plain paper with complete bio-data, details of experience, present salary and pay-scale and a crossed P.O. for Rs. 20.00 (Rs. 2 for SC/ST) should be sent to reach the Manager (A & P, ABC Ltd., 15/48 Malcha Marg, New Delhi-110 021) within 15 days of the publication of this advertisement. Those employed in Govt./Public Sector should apply through proper channels.

Specimen-7

GENERAL MANAGER (FINANCE)

KOLKATA

Above Rs. 5,00,000 p.a. + liberal perquisites

A leading professionally managed company with foreign collaboration in the process industry wants to recruit an outstanding candidate as General Manager, Finance to head the entire finance and secretarial functions. The Company is rapidly expanding its present turnover of Rs. 20 crores. The General Manager, Finance will report to the Managing Director and will be based at Kolkata.

The incumbent will be responsible for administering the financial and management accounting, EDP, taxation, budgetary control, financial planning and secretarial functions. He will lead a team of highly qualified and motivated professional accountants and a Company Secretary.

Applicant should be professionally qualified Chartered/Cost Accountants, and Company Secretary preferably with a degree in Management. He should have at least 15 years experience at senior levels in the finance function.

Preferred age: around 40 years.

Starting salary would be about Rs. 5,00,000 per annum plus liberal perquisites such as housing, company car, leave travel and good medical and retirement benefits. The salary is negotiable for the right candidate.

Application, will be treated in strict confidence and should be sent within 10 days to:

S.D. ASSOCIATES

Post Bag No. 1126

Mumbai-400 001

With full details of age, qualifications, experience, and salary drawn. Application and envelope should be marked "Ref.: Ms/2012".

Specimen-8

HRD MANAGER

for

A large Chemical process factory in Kerala employing about 1400 persons. He will be responsible for planning and executing all functions related to Personnel Management, Industrial Relations and Human Resource Development. He will report to the Managing Director.

Age: 40-45 years.

Qualifications:

1. Post-graduate Degree/Diploma in Personnel Management or Industrial Relations or Social Welfare or Labour Welfare.

OR

MBA with specialisation in Personnel Management from a reputed institute.

2. A degree in law.

3. Ability to speak and write fluently in English and Malayalam.

Experience:

Minimum 10 years at a senior level in a large Manufacturing Company of which at least 5 years are in overall charge of Human Resources Department. Experience in negotiations and dealing with industrial disputes will receive special consideration.

Pay:

In a scale of Rs. 30,000-45,000 with DA, contributory PF, Gratuity, Conveyance Allowance, HRA, Medical Cost reimbursement, etc. A higher start in the above scale can be given to exceptionally qualified/experienced candidates. Contract appointment can also be considered.

Apply with detailed Resume to reach Box No. 118, Indian Express, Chennai-600 002 before 30th June, 2012. Other things being at the same level, preference will be given to candidates belonging to SC/ST.

Specimen-9

CLARION CABLES

REQUIRES

WORKS ACCOUNTANT

To implement and manage Budgetary and Production Controls, Cost Accounting, Works Accounts and Stores Management at the Faridabad plant, manufacturing Wires and Cables.

The applicant should be a Cost Accountant and/or Chartered Accountant with 3-5 years experience in an industrial establishment with exposure in internal auditing.

The appointment is in the company's middle management cadre. Starting salary in the scale Rs. 30,000-50,000 commensurate with qualification and experience, in addition to HRA, CCA, provident fund, bonus, gratuity and medical benefits as per company's rules.

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Please reply in confidence within 10 days stating age, qualifications, year-wise experience with employer's names, responsibilities, salaries drawn, minimum salary expected, joining time required and references to: The Director, (Finance) Clarion Cable Industries Pvt. Ltd., Clarion House, Bangalore.

Specimen-10

ECONOMIST

Wanted an economist for the office of the chairman of a large and progressive industrial enterprise at delhi. The incumbent would be expected to analyse collect and collate information and developments in the socio-economic environment both on the national and the international plane and keep the management fully briefed from time to time.

The applicant should have a first class post-graduate degree/doctorate in economics with specialisation in business economics. A lucid expression and a flair for writing and research are essential for the position. Salary shall be commensurate with qualifications and experience. Please apply with Full address stating details of qualifications, experience, research work done and articles contributed within 10 days to box 968, the economic times, new delhi-110 002.

Specimen-11

INDIANA TELEVISION PVT. LTD.

12, Film City, MUMBAI-400 092

Wanted a well qualified and experienced Public Relations Officer for Entertainment Software Division of our Company.

Candidates should have post graduate qualifications in the relevant field, besides possessing at least 5 years' experience in dealing with Public Relations independently in an organisation of repute. Good written and oral communication ability in Hindi and English is a must.

Salary not below Rs. 5 lakhs per annum. Company offers liberal perks such as accommodation, telephone, car, etc.

Applications with complete resume, previous achievements, alongwith a copy of passport size photograph (coloured) should reach General Manager (Admn.) of the company on or before 25th June, 2012.

Specimen-12

ASIAN DATA PROCESSORS

Needs a Computer Operator. Candidates either male or female below 30 years, with Diploma in Computer Operation and possessing at least 3 years relevant work experience with UNIVAX Systems, may personally contact us urgently with testimonials for a walk-in-interview at Anand Plaza, Rohtak (Haryana). Salary negotiable.

Points to Remember

- A sales letter/offer is the most important form of business writing.
- It is highly persuasive in its approach.
- An effective sales letter requires the writer to be:
(a) sufficiently well-informed about the buyer's needs and the product/service offered, and (b) proficient in writing.

- A sales letter/offer is written in the nature of advertisement of the product/service.
- As it replaces the salesman, it is generally lengthy, argumentative and conversational.
- The sales letter is the most interesting kind of letter with 'you attitude'.
- Very often a sales letter has the following enclosed with it:
 - (a) Literature about the product.
 - (b) Self addressed reply envelop.
 - (c) Forms seeking information about the customer.
- As it carries a lot of information, it educates the customer.

REVIEW QUESTIONS

1. What do you understand by a 'C.V.' and a 'resume'? Draft a specimen of both.
2. Draft a letter of application in reply to the following advertisement:
Wanted by Haryana National Bank, an efficient cashier, quick at figures and with good computer-typing skills. Apply in strict confidence to P.O. Box No. 123, New Delhi.
3. Write a letter informing politely a candidate about his non-selection.
4. You have been selected for the post of a 'Research Officer' by Galaxy Ltd. Draft a Letter accepting the offer.
5. Your colleague Pradeep has recently been promoted from the post of "Sales Executive" to "Sales Manager". Draft a letter congratulating him on his promotion.
6. Why is an enquiry made? State different types of enquiries?
7. What basic guidelines need to be followed while drafting a letter of enquiry?
8. Select any product you would like to purchase. Write a letter to the company asking for the information you would like to acquire before buying the product.
9. Draft a circular informing about off-seasonal discount on shoes.
10. What is the difference between a sales circular and a sales letter. Draft a specimen of each of them on fashionable accessories.
11. Draft a classified advertisement for the matrimonial alliance of your sister.
12. Draft an advertisement for the recruitment of "Company Secretary".

Further Readings

By Dr. V K Jain

By Rathore P.S.

By V.K. Jain and Omprakash Biyani

By Courtland L. Bovee and John V. Thill

UNIT-05 BUSINESS CORRESPONDENCE- II

NOTES

- ❖ Introduction- Accounts Correspondence
- ❖ Invoice
- ❖ Statement of Account
- ❖ Credit/Debit Notes
- ❖ Collection Letters
- ❖ Banking Correspondence
- ❖ Overdraft Limits
- ❖ ISDN Connection
- ❖ Introduction- Secretarial Correspondence
- ❖ Introduction To Agenda And Minutes
- ❖ Review Questions
- ❖ Further Readings

Communicate unto the other person that which you would want him to communicate unto you if your positions were reversed.

INTRODUCTION- ACCOUNTS CORRESPONDENCE

A commercial transaction is a complex process. It begins right from the stage when raw material is ordered and ends with the delivery of finished goods to the customer. Companies follow the principles of 'Supply-chain Management'. This means making the transaction cost-effective and efficient. It also facilitates quicker settlement of accounts, which is the final stage of a commercial transaction.

"Enterprises are paid to create wealth, not to control costs. But first year accounting students are taught that the balance sheet portrays the liquidation value of the enterprise and provides creditors with the worst-case information".

Peter Drucker in Management Challenges for the 21st century

Once the goods or services have been delivered in a satisfactory state, the buyer is expected to pay for them.

From new or one-time customers, it is customary to demand advance payment in cash. But wholesale and international trade revolve around credit of varying kinds. Normally an invoice is sent along with goods or mailed after their dispatch. Bills of receivable amount may also be raised later for getting them discounted by the bankers. The facility is negotiable and is offered at a charge.

Invoice

It is a document giving full details of goods being shipped, prepared by the exporter and sent to the importer.

An invoice may serve any of the following purposes:

- It gives an accurate description of the goods being sent and their prices to enable the buyer to check them.

- It states the total amount payable for the convenience of the buyer.
- The regular customers enter it in their account books and pay at the end of the credit period.
- It transfers the ownership of goods and helps in calculation of duties and taxes payable on them.
- An Invoice is a valid legal document in case of a dispute regarding payment.

Proforma Invoice

A Proforma Invoice is different insofar as it is for the sake of form only. It is neither entered into books nor charged to the account of the recipients. It may be used for several purposes including:

- as a quotation.
- as a demand for payment when dealing with a new customer, or one with whom the company does not have any credit arrangement.
- to give details and prices of goods being sent on approval.
- to enable calculation of taxes and duties payable.

Delivery Challans

It is interesting to note that invoices as well as delivery challans are similar insofar as both give the details of goods. While the former originate from the accounts department, the latter are issued by the store. The essential difference is that while a delivery challan only mentions the quantity and type of goods, an invoice includes the sale value as well.

Invoices when sent with the goods do not require a covering letter. An exception may be made when sending them to a new customer. In such cases, a brief letter is enclosed with the invoices:

Letter enclosed with Invoices:

Texport Pvt. Ltd.

7, M.G. Road, Bangalore

Tel: 6236128

Ref: SP/529

Messrs Newlite Garments

A-9 Connaught Circus

New Delhi-110 001.

11th November 2012

Dear Sirs,

We thank you for your Purchase Order No. 1266 of November 7th, 2012 for 1,000 wrinkle-free cotton trousers of assorted sizes and colours. Our invoice covering details of prices and applicable taxes on the same material is enclosed.

The shirts are available ex-stock and we will be pleased to dispatch them on the receipt of payment.

Yours faithfully,

Sales Officer

Encl.: Invoice

Statement of Account

Their regular buyers often accept material on credit. They are also reluctant to invest their money in new products.

Account between the two parties is settled periodically. They prefer to accept such material "On Approval". The regular buyers make payment for goods sold to them at fixed intervals. In all such cases, a Statement of Account is sent to the other party periodically showing the opening balance, details of transactions and the closing balance.

The format is similar and the change is confined to headings under which information is compiled. For instance, a bank may send a statement to their account holders listing entries under debit, credit and balance headings at the end of every quarter. These statements, if computer-generated do not require any signature.

Statements of Account do not need a covering letter. If you must send one, draft a brief one mentioning the period for which the statement is being sent and ask the recipient to report if there is any error or discrepancy. If the recipient fails to do so within a reasonable time, the statement is taken to be correct:

Letter Regarding Statement of Account:

Dear Sir,

We are pleased to enclose the Statement of Account for the month, September 2012.

We may add that you may avail a Cash Discount of 2% by making a payment of the amount due within a fortnight.

Please report errors, if any, to our Accounts Department promptly.

Yours faithfully,

The Accounting system in the whole financial world is based on double-entry book-keeping system created by Luca Pacioli, an Italian genius-monk, in his book titled, Summa de Arithmetica, 1494.

Date Details Credit Debit Balance

Credit/Debit Notes

Trading establishments are increasingly relying on calculating machines and accounting softwares. Cash registers print out Cash/Credit Memos in an instant. Companies use computers to store items, prices and taxes in memory to reduce incidence of errors in calculation. But most documents dealing with accounts mention the abbreviation "E&OE" meaning Errors and Omissions Excepted. Even the most efficient organisation may make accounting errors. Besides there may be short shipments, return of goods, part rejection due to quality, or mismatch to customer's order, dispute, fresh negotiation on price, etc. Credit and Debit Notes are exchanged between the parties to adjust the amount of difference.

Letter regarding details of the error

If the seller has undercharged the buyer, he may send a Debit Note to the buyer. A brief letter gives the details of the error and the relief demanded:

Dear Sir,

We regret to inform you that our Invoice no. Z2346 dated September 27th carried an inadvertent error. The total price payable is Rs. 28,000/- instead of Rs. 23,000/- as stated. We are enclosing a Debit Note of Rs. 5000/- to cover the amount of difference. We regret the inconvenience caused to you.

Yours faithfully,

Letter regarding returning of goods

It is also possible that the buyer may have been overcharged. In such a case, he may send a debit note and ask for a credit note in return. Credit Notes are also demanded when buyer returns goods already paid for on grounds of, say, unacceptable quality:

Dear Sir,

We returned 500 pieces of Lever Handle Assembly to you on December 12, 2012 vide delivery challan no.2336.

These pieces had been rejected earlier by our Inspection Department on grounds of unacceptable deviations.

Please issue a credit note for Rs.12,500/- in our favour to cover the cost of the returned material.

Yours faithfully,

Letter for refusing to issue Credit Note

The mere fact that a credit note has been demanded does not mean that the request will be complied with. The seller may still refuse to issue it. However, he is expected to give reasons for such an act:

Dear Sir,

Please refer to your letter dated..... regarding the Lever Handle Assembly.

We wish to emphasise that the deviations are within the tolerance limits mentioned in the original component drawings. We are taking up the matter with your Inspection Department.

We regret that it will not be possible for us to issue a credit note till the matter has been settled.

Yours faithfully,

Collection Letters

Collecting payments is the most difficult part of business. Good organisations understand the importance of making payments on time and the goodwill it creates for them. There are instances of companies paying up as soon as an amount becomes payable. Unfortunately, the number of defaulters is higher. Therefore, one has to learn to be persistent in pursuing them.

Collection letters must be written cautiously. One may not even write a letter in the first instance, but choose to make a telephone call to urge the other party to pay up. Alternatively, it may be sufficient to send another copy of

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the statement of account showing arrears of payment. It is good to remember that the buyer may have a legitimate ground for delay. Therefore, it will be tactless and imprudent to write the first collection letter in an angry tone. If the defaulting party does not pay up despite a reminder, a firmer tone may be adopted in subsequent letters:

Reminder Letter

Dear Sir,

Please refer to our statement of account for the period ending December 2011, which was mailed to you on January 5, 2012, and a telephonic reminder was made later. We regret to inform that we have still not received the payment.

You will agree that delayed payments may affect schedules and cause avoidable inconvenience to both the parties.

We shall be grateful if you remit the outstanding amount on the receipt of this letter.

Yours faithfully,

Defaulters

Wilful defaulters are unlikely to oblige soon. However, it is wiser to opt for even a part payment than rushing into time-consuming litigation. Habitual defaulters welcome it since it gives them an opportunity to defer payment even further. One may consider steps, which hurt the other party most. These may be suspension of further supplies or cancellation of credit. A stricter tone and style may be justifiably used against them:

Final Reminder

Dear Sir,

This is further to our Statement of Account and several reminders to you to settle the account for the period October-December 2012. Unfortunately, you have not responded to them so far. In the circumstances, we are unable to continue with further supplies till the outstanding amount is cleared.

Please note that if you do not settle your account within seven days of the receipt of this letter, we shall have no option but to hand over the matter to our attorneys for suitable action.

We hope you will not force us to take extreme steps in this regard.

Yours faithfully,

Explaining Delays

The defaulting party should be sensitive to the difficulties of the seller. A payment must not be delayed without a convincing reason. It may be a good idea to seek an extension of time from the seller. Normally a reputed business house does not take the risk of turning down a reasonable request from a regular customer:

Dear Sir,

Please refer to your Bill No. S3456 of February 2, 2012, which is due for payment on February 15, 2012.

We are facing temporary liquidity problems due to delay in overseas payments. We may not be able to settle your bill for a fortnight.

We hope you will bear with us.

Yours faithfully,

Banking Correspondence

Business without banking is unimaginable. A company begins its operations by opening a Current Account.

These accounts come for a fee. They do not yield any interest like Savings Accounts but offer valuable services to a company. These include unlimited number of Payments and Receipts, Overdraft Limits, Term Loans, Credit References, Depository Services, etc. The company operates the account through one or more authorized signatories who may even be changed by the Board of Directors:

Change of Signatories

Dear Sir,

The Board of Directors of our company decided at a meeting held on February 6, 2012 that our Current Account no.6619 with you will be operated jointly by the Managing Director and the Chief Accounts Officer with immediate effect.

A certified copy of the resolution of the Board and the specimen signatures of the authorised signatories are enclosed.

Please acknowledge the receipt of this instruction.

Yours faithfully,

Stop Payment

During the course of a day, a company mails a large number of cheques and other instruments. If the payee reports that he has not received the instrument, it is advisable to convey the details to the bank promptly and to request it to stop payment. Initial instruction may be given telephonically or telegraphically and a confirmatory copy sent later for their record. Though banks make all efforts to honour such instructions, they are not liable to compensate if the payment is made inadvertently.

Dear Sir,

We issued the cheque bearing number 456611 dated February 7, 2012 in favour of Messrs Flowline Enterprises.

The amount of the cheque drawn on your branch is Rs. 93,475/- only.

Please stop payment of this cheque as it has reportedly been lost in mail.

We shall issue a duplicate cheque on getting your confirmation that you have received this instruction.

Yours faithfully,

Overdrafts

Companies are expected not to issue cheques without sufficient balance in their accounts. Failure to do so may lead to dishonouring of the instrument and loss of reputation and goodwill.

Banks routinely warn companies against overdrawn accounts and advise them to negotiate for a higher overdraft (OD) limit.

Dear Sir,

CURRENT ACCOUNT No. 2332

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We regret to inform that your Account No.2332 with our branch has frequently been overdrawn in the recent past. The amount of overdraft was Rs. 67,000 at the end of Business Hours on February 3, 2012.

We wish to emphasise that it shall not be possible for us to clear your cheques in the absence of sufficient balance in your account.

Please arrange immediate credits to clear the overdraft. If you find that your working capital is inadequate, we advise you to negotiate a higher OD Limit.

Yours faithfully,

Overdraft Limits

Companies are allowed overdraft limits on payment of charges. These limits are negotiable on the basis of fixed and liquid assets, like plant and machinery, buildings, securities and even goodwill. Normally overdraft arrangements are secured against stocks - raw material, finished goods and trading stocks of the borrower.

Temporary overdrafts are also allowed against securities, fixed deposits, etc., and in certain circumstances without any security also. Temporary overdrafts help companies cope with immediate problems. Applications must be supported by relevant documents.

Dear Sir,

OVERDRAFT LIMIT

Thank you very much for your letter of February 5, 2012.

We regret the unsanctioned overdraft and have transferred credits from another account to clear it.

Our recent diversification into automobile ancillaries has been delayed due to cost over-runs. We expect the unit to be commissioned in about two months and become viable by the end of the year 2012.

Therefore, an additional temporary overdraft limit of Rs. 50 lacs for a period of six months will be of a great help.

We are enclosing a status report from the consultants and the last audited balance sheet for your perusal.

We hope to hear from you soon.

Yours faithfully,

Term Loan

Fixed term loans are usually secured against fixed assets, such as plant and machinery, land, buildings, etc.

Most of the information is furnished by filling up forms made available by the banker. In the event of a delay, a

letter may be dispatched:

The Chief Manager

ICICI Bank

Hitech City

Hyderabad-500 033

March 30, 2012

Dear Sir,

DELAY IN SANCTION OF TERM LOAN

We submitted an application on February 22, 2012 for a Fixed Term Loan of Rs. 60 Lacs against securities in the form of land and building, and plant and machinery. The working capital as on date is Rs. 80 lacs. The details of existing liabilities and the past performance of the unit are on your record.

The term loan is to be used for the introduction of new technologies, like CAD/CAM in the manufacturing of our existing products. This is imperative to retain viability in the times to come.

We shall appreciate if the Term Loan is sanctioned expeditiously.

Yours faithfully,

Status Enquiries

Parties often ask for credit and give the name of their banker as a referee. It is common for companies to secure the help of their own bankers to find out the creditworthiness of those parties. Bankers make such information available to their clients in confidence but without accepting any liability.

The Chief Manager

HDFC Bank

Greater Kailash I

New Delhi

July 17, 2012

Dear Sir,

We have recently received an order worth Rs. 65 lacs from Textronics Ltd., Chennai. The company has requested for a credit-period of 90 days. They have given the name of their banker, Indian Overseas Bank, T. Nagar, Chennai as their reference.

We shall be grateful if you find the creditworthiness of Textronics Ltd. from their bankers and advise us at the earliest.

Yours faithfully,

Insurance Correspondence

The concept of insurance evolved around the time when sea trade had just begun. The early ships were unsafe and often sank in high seas. Unfortunately, they also took with them valuable cargo to the bottom of the sea. It was felt that some mechanism should be developed to compensate those who suffer such losses. Thus, the institution of insurance was founded.

Insurance is a contract between the company, called the insurer and the client known as insured. The insurer promises to compensate the loss the insured may suffer, against the payment of premium. The premium is calculated in % age terms, say 2 paise per hundred rupees for Fire Insurance.

The calculation is made on annual basis though flexible payment plans may be offered for the sake of convenience. Risk perception plays a major role in determining the premium. An AAR or Against All Risks cover, for instance, will be more expensive than one against fire only. Premium enquiries are a common subject matter:

Policy Renewal

Dear Sir,

We are interested in renewing the policy number S 233321456 for our bonded warehouse located at S-31, Sahibabad Industrial Area, UP with some changes.

The warehouse and goods stored in it are presently covered for a total value of Rs. 30 lacs only against fire.

Following the earthquake in Gujarat, we would like to seek protection against all risks.

We shall be grateful if you quote your lowest premium rates for an AAR cover at the earliest, so that we may remit the charges.

Yours faithfully,

Null and Void Policies

Non-payment of premium results in a policy being declared null and void. A policy must be in force at the time of the mishap in order to secure compensation. The insurer may, at his discretion, revive a lapsed policy on payment on missed premiums plus penal interest.

The amount of compensation is limited to actual loss suffered by the insured. In the event of over-insurance, relief is limited to the sum assured. The policy may be declared null and void if the insurer detects under-insurance.

Salvage is permitted during the accident. The premises are surveyed later by an expert chosen from the panel of the insurance company. Once the surveyor submits his report and an estimate of the loss suffered, the insurance company settles the claim by awarding compensation.

Reporting Loss

Dear Sir,

POLICY No. J 2343221

We regret to report that our tool room located on the ground floor of Plot No.73, Wazirpur Industrial Area, Delhi was gutted in an accidental fire last night. The cause of the fire is not known and is being investigated.

The tool room, which was insured comprehensively with you under Policy No. J2343221, has been totally destroyed. The loss of plant and machinery is estimated to be Rs. 23 lacs.

Please arrange an immediate survey of the premises so that we may resume operations and file a claim expeditiously.

Yours faithfully,

Reply to above letter

It is unlikely that the insurer will accept the estimate of loss submitted by the insured. However, a convincing reason, should be given when contesting the figure mentioned by him. The response should also contain an expression of sympathy:

Dear Sir,

We are sorry to learn from your letter of March 3, 2012 about the destruction of your tool room in a fire accident.

The initial feedback from our surveyor has confirmed that the damage to the plant and machinery is major.

However, we are unable to accept Rs. 23 lacs as a fair estimate of loss since much of the machinery was obsolete. We shall indicate the liability acceptable to us after we receive the final report of the surveyor.

We assure you that we shall make all efforts to settle the claim at the earliest. Meanwhile, please accept our sympathies.

Yours faithfully,

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Provident Fund Correspondence

All business entities viz. Partnerships, Sole proprietorships, Corporate houses, Trusts, Government Bodies employing more than twenty persons are covered under the Employees Provident Funds and Miscellaneous Provisions Act, 1952. The employees contribute a total of 12% of their basic salary plus dearness allowance to the funds established under the schemes prescribed by the Central Government. The employer with the addition of a matching share has to deposit it by the middle of the following month with the Regional Provident Fund Commissioner. A grace period of five days is allowed. The monthly returns are filed in prescribed forms. These forms give details of subscribers or members, the individual deductions and the total amount being deposited.

Failure to do so may invite penal action including arrest. A company failing to deposit the money may receive a Show Cause Notice from the Provident Fund Commissioner's office:

Reply to Show Cause Notice

Compliance letter mentions the Code No. allotted to the company, details of payment, names of subscribers and the amount to be credited into each account in the prescribed form, say 12A. The covering letter with a delayed Return may read as follows:

To

The Regional PF Commission 26 December, 2012

Employees' Provident Fund

60, Skylark Building

Nehru Place

New Delhi

Dear Sir,

RETURN FOR NOV. 2012/CODE No. DL/3523

Please refer to your notice dated 21 December, 2012 regarding the delay in filing the Return for the month of November 2010.

We sincerely regret the delay and inform you that the contribution has since been deposited. We enclose Form No. 6A along with Revised Form No.3A in respect of 128 members.

Kindly acknowledge the receipt and send the Statement of Account of our members at the earliest.

Yours faithfully,

Encls: As above

Similar Returns of payment are also filed periodically by companies extending ESI or Employees State Insurance benefits under the relevant Act.

Sales Tax/C Forms and Excise

Companies engaged in the sale of goods, unless exempted, are also liable to pay Sales tax. The rates of tax vary. Tax payable on the sale within a State may be 10%. The Central Sales Tax Act, 1956 covers inter state sales and provides for a uniform charge of 4%.

Companies are expected to obtain separate Sales Tax Registration Numbers. The sale to registered buyers in other States may be made against production of Form C, wherein the buyer accepts liability to pay the Sales Tax and furnishes Form C to the seller. The Form C is obtained from the Sales Tax authorities:

The Assistant Commissioner ACA-1
U.P. Trade Tax Department
Ghaziabad (U.P.)
25th October, 2012

Dear Sir,

Sub: APPLICATION FOR OBTAINING FORM C

We wish to apply for 30 Form C to use in Interstate sales.

We were issued 10 forms, S. Nos. 201587 to 201596 on 15.9.2012 out of which 6 forms have been used and a balance of 4 is in hand. Up-to-date Returns have already been filed.

Details regarding CST Regd. No., the amount of sales against used forms and the court fee affixed are given in the enclosures.

Kindly issue the Form C and oblige.

Yours faithfully,

Covering Letter for Filing Returns

Returns are usually filed on prescribed forms with the Sales Tax Authority of the Circle/Zone having jurisdiction.

They are evaluated with computers these days and may be enclosed with a covering letter giving necessary details:

The Sales Tax Officer
Govt. of NCT of Delhi
Indraprastha Estate
New Delhi-110 002
8th February, 2012

Dear Sir,

Sub: Return for the Quarter ending December 2009

We are pleased to enclose a copy of the ST/CST Return for the period ending December 2008 as under:

1. DST @ 3% Agst. "B" Tax Payable: Rs. 9,849.84
2. CST @ 4% Agst. "C" Tax Payable: Rs. 9,371.16
Total: Rs.19,221.00

CH. No. 265321 dt. February 8, 2012
Rs.19,221.00

Kindly acknowledge receipt.
Yours faithfully,
For Amex Enterprises
(J. Krishna)
Authorised Signatory

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Excise

Excise is chargeable from companies engaged in production of goods at applicable tariffs. The Government has progressively moved towards a uniform basic excise rate of 16% but exemptions and surcharges still affect the actual rate. This rate is determined when the goods manufactured by a company are classified under standard headings. Exciseable goods can be taken out/removed only when an invoice certifying the payment of tax has been issued. Periodic returns are filed with the excise office under whose jurisdiction the factory/place of manufacturing falls. The covering letter may give details of relevant enclosures:

Covering Letter

The Central Excise Officer
Range 11, Kanpur Cantonment (U.P.)
Dear Sir,

RT-12 RETURN: QUARTER ENDING JUNE 2010

We are pleased to enclose the following documents in respect of goods falling under subheadings given below:

1. RT-12 for the quarter ending June 2012.
2. P.L.A. Sheet No. 7 to 9 in triplicate.
3. RG-23D for Stock Account.

We hope you will find the documents in order.

We shall be grateful if you acknowledge receipt of the same.

Yours faithfully,
For Ordnance Equipment Factory
S.K. Pandit
AGM-Accounts

Correspondence with Postal Authorities

Correspondence with Postal department has been considerably reduced with increasing reliance on Email and private courier services. However, till technology attains greater penetration, facilities like Post Box Number may continue to be used by corporate houses.

Companies receiving bulk mail find the Box Number facility useful. They pick up their mail from a box provided in the premises of the Post Office. Request for the facility is made to the Post Master of the main Post Office in the following letters:

Post Box Facility

The Post Master
Parliament Street Post Office
New Delhi 110 001
25th September, 2011

Dear Sir,

Sub: REQUEST FOR POST BOX FACILITY

We are interested in availing of the Post Box facility in your post office. A Demand Draft of Rs. 175.00 (Rupees One hundred and Seventy Five only) is enclosed towards the annual charges for the period 2011-2012.

Please allot a Post Box number and oblige.

We thank you in anticipation.

Yours faithfully,

Correspondence with IT and Corporates

The advent of information technology has changed the face of the corporate world. The bulky Telex machines have lost their place to sleek Office Machines combining functions, like Fax, PBX, Scanner-cum-copier and Answering Machines. Modern corporate houses appreciate the importance of uninterrupted communication. The good old telephone line still remains indispensable. Companies have several options to pay their bills to avoid disconnection.

In the event of a disconnection an application has to be made to the SDO of the concerned zone:

Reconnection of Telephone Line

To

The SDO March 22, 2012

Andheri (East Zone)

MTNL

Mumbai.

Dear Sir,

Sub: RECONNECTION OF PHONE No. 2234521

We wish to inform you that phone number 2234521 was disconnected due to non-payment of bill.

The Bill No. 234213 of Rs.7,500 has since been deposited with the Office of the Accounts Officer of your zone (copy enclosed).

You are requested to reconnect the phone immediately as we are facing a lot of inconvenience.

We thank you in anticipation.

Yours faithfully,

Electronic Clearance Scheme

To avoid such situations, subscribers have several options. Apart from cash or cheques, they may pay through Credit Cards or get their bills adjusted against interest yielding Voluntary Deposits Under Electronic Clearance Schemes under which the bills are automatically debited from the company's bank account. The application to avail the said service is given below.

To,

The Chief Accounts Officer

MTNL

Khurshid Lal Bhawan, Janpath

New Delhi-110 001

March 25, 2012

Dear Sir,

Re: ESC Mandate for Tel. Nos. 6132261, 6237792-5.

We, the subscribers of above telephone numbers hereby express our willingness to settle the payment of regular bi-monthly telephone bills of the telephone connections referred to above through participation in E.C.S. of National Clearing Cell of Reserve Bank of India, Delhi.

We hereby authorise Accounts Officer (ECS), MTNL, Delhi to raise the debits on such regular bi-monthly telephone bills as referred to above through this scheme electronically for adjustment against Debit in our Current Account No. 6223 with Punjab National Bank, Delhi Cantt.

A copy of a leaf of the MICR cheque-book bearing the nine-digit code of the bank and the mandate form duly signed by the Chief Manager are enclosed.

We understand that you will send us an advice about all the Bills being debited from our account.

Please confirm the receipt of this authority and oblige.

Yours faithfully,

ISDN connection

Correspondence is more about securing Integrated System Digital Network (ISDN) lines and Very Small Aperture Terminals (VSAT) facilities. While ISDN is used for transmitting voice and data, and the video enables uninterrupted transmission in digital form; whereas the VSAT connects the different branches of an organisation in a private, dedicated communication network. In addition, most companies host web sites where information and services are available at the click of a mouse.

The traditional exposure in print media has been enlarged with the registration of domain names and uploading information on Servers.

An application for ISDN Connection

To,

CGM (Commercial)

MTNL

New Delhi

March 26, 2012

Dear Sir,

Sub: APPLICATION FOR ISDN CONNECTIONS

We are pleased to enclose the Application Form No. J3425 for an ISDN connection at our corporate office located in 77, Amba Towers, Barakhamba Road, New Delhi-110001.

We require four terminals namely for simple ISDN handset, PC Card, Video Conferencing and G4 Fax.

A Demand Draft of Rs. 16,500 (Rupees sixteen thousand five hundred only) in favour of MTNL, Delhi to cover the Registration fee, Advanced Rental and Network Terminal security is enclosed. The Articles of Association of

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the company and the specimen signatures of authorised signatories are also furnished herewith.

We shall be grateful if the connections are provided at the earliest.

Yours faithfully,

Specimen Letters

Given herein below are a few specimen letters which show how to slowly progress towards the ultimate decision to file a suit in a court of law against a defaulting customer.

Example 1

“We thank you for your order for 200 numbers of table fans. We confirm having sent the same vide Speedways L.R. No. 2345 dt. 12.4.2012.

Please let us know the details of remittance against our earlier invoice No. 123 dt. 10.3.2012 for Rs. 6,000”.

(Note that in this letter the sender presumes that the payment against invoice no. 123 must have been sent and the reference to non-receipt of money appears to be incidental).

Example 2

“We are in receipt of your letter placing a further order for supply of 400 pedestal fans.

We regret that we do not have ready stock thereof with us and hope to receive the supplies in about a fortnight.

In the meantime, would you please let us know the payment particulars against our invoice No. 123 dt.

10.3.2012 for Rs. 6,000. We sincerely hope that you would have made the payment by now. If you let us know the particulars of payment, we would be able to check up whether we have received the same or not.

Your reply in confirmation, by return of post, is solicited.”

Example 3

“We draw your kind attention to our telegram dt. 16.5.2012 requesting you to let us have the particulars of remittance against our invoice No. 123 dt. 10.3.2012 for Rs. 6,000. We are sorry to state that we have neither received the payment nor any communication in respect thereof so far.

We fail to understand your inordinate delay in sending us at least a reply, stating the reasons for delay in remittance of the amount. We are constrained to say so because in our dealings for the past five years there has never been an occasion for us to remind you of outstanding payments. We believe that you might be having some genuine difficulty in making this payment. We request you to intimate us about the same so as to enable us to suggest an alternate viable proposal regarding the matter.

We hope, in the interest of maintaining our good relations as in the past, you would respond immediately on the receipt of this letter.”

Example 4

“We are very sorry to note that in spite of our repeated requests through letters and a telegram we have not received any reply regarding payment of our outstanding bill against invoice no. 123 dt. 10.3.2012 for Rs. 6,000. In the meantime, payment against our invoice no. 234 dt 10.5.2012 for Rs.

8,765.80 has also become overdue by fifteen days. We are totally at a loss to understand your continued silence in the matter.

We expect you to immediately remit atleast the amount of Rs. 6,000 outstanding against our invoice no. 123 dt. 10.3.2012.

We are sorry to say that despite our helpful attitude you are not availing the opportunity to regain our confidence in you.”

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Example 5

“We are in receipt of your letter ordering a supply of 300 table fans and 450 pedestal fans.

We are sorry to state that we are not in a position to execute your order in view of the outstanding payments against our invoice nos. 123 and 234, despite our repeated reminders to expedite payment.

Even now, it is not late to intimate your reasons for the inordinate delay in settling our dues. However, we are fully convinced that we had given you sufficient time to amend matters. We also sincerely believe that no prudent businessman would have taken the matter as lightly as we have. We are constrained to state that in the event of the payment against our invoice nos. 123 and 234 not forthcoming latest by 5th July, 2012, we would be forced to view the matter seriously”.

Example 6

“We draw your attention to our letters dt..... We are sorry to note that despite our very benevolent attitude, you have not responded favourably to our repeated requests for payment of the amounts outstanding against our invoice no. 123 dt. 10.3.2012 for Rs. 6,000 and invoice no. 234 dt. 10.5.2012 for Rs. 8,765.80.

Under the circumstances, clause 5 of the sales contract providing for levy of interest on the outstanding @ 15%, stands invoked. You are, thus liable to pay interest from the expiry of 10th day of the credit period of 25 days from the date of invoice.

We have handed over the matter of recovery of the amount outstanding against the abovesaid invoices to our solicitors, Raman and Raman from whom you would hear shortly”.

(Note how the matter has proceeded from repeated requests to a poignant situation of taking the matter over to the lawyers for recovery through court process).

Example 7

Advising to avoid litigation

FAITH PHARMACEUTICALS CO. LTD.

15, Tank Road, New Delhi-110 055

Tel.: 5762031 Fax: 011 6538241

Basic Chemicals Ltd.

17 Hauz Khas

New Delhi - 110 016

May 20, 2012

Dear Sir,

We refer to your letter dated 16th May, 2012 threatening to sue us for alleged non-payment of your bill No. 18/ 2012 for Rs. 51,000.

First of all we wish to state that there is a dispute regarding the goods supplied under the aforesaid bill and the price charged therefore. We have already notified your Managing Director making our view points very clear to him and he has accepted in principle that in view of the inferior quality of goods supplied by your factory, the amount billed would be reduced by 25%. We are yet to receive a revised bill and debit note as per the agreement reached with your Managing Director.

Since the bill is a disputed one and in view of the fact that the goods supplied were of inferior quality as per your own admission, you have no valid grounds to sue us.

We are sure you will reconsider your decision and avoid unnecessary litigation. We look forward to a positive response from your end in the matter.

Thanking you,

Yours faithfully,

For Faith Pharmaceuticals Co. Ltd.

Sd/-

(Managing Director)

Specimens of other letters relating to Finance and other matter discussed earlier are given herein:

Example 8

Letter to a bank requesting credit facility

Dear Sir,

We have plans for expanding our line of manufacture and a detailed project report has been finalised which has been favourably considered by the Industrial Development Bank of India, Mumbai. The working capital requirements in connection with the above project would be of the order of Rs. 3.5 lakhs for a quarter.

A copy each of the project report and feasibility report is enclosed for your ready reference. At present we are enjoying a credit facility of 3.5 lakhs rupees by way of overdraft, 2 lakhs rupees by way of cash credit and Rs. 4 lakhs by way of Bill of purchase from your bank. You would be happy to find from your records how satisfactory our performance has been all these years.

As in the past, we request you to grant us the credit facility for Rs. 3.5 lakhs also. We would offer our investments in shares as security for the overdraft facility upto Rs. 3.5 lakhs that we are requesting for now. The shares command a premium of 70% at the moment.

We sincerely hope that this would entirely meet your requirements.”

Example 9

Letter to bank requesting current account statement

Dear Sir,

As our accounting year has come to a close on December 30, 2012, we request you to send the Current Account statement for the period November

1, 2011 to December 31, 2012, at the earliest, to enable us to reconcile the bank balance.

Example 10

Letter to bank requesting bank guarantee

Dear Sir,

We are your valued customer for over 15 years. The company has recently secured a State Government contract for the supply of items of the value of Rs. 1,50,000 per month. In this connection, they desire a bank guarantee to be executed by the company's bankers.

We are sure you would oblige us in this matter. Kindly let us know the security you will require for issuing the said bank guarantee.

Example 11

Letter to bank asking for higher credit limits

Dear Sir,

We are at present enjoying cash credit facility of Rs. 4 lakhs against hypothecation of the raw materials and stocks at our godown. Recently, due to an expansion programme, the average monthly production has registered an increase by 5%. This is vouched by the godown stock statements that the company has been submitting to you enter the last three months.

Under the circumstances we would request you to increase the cash credit limit to Rs. 5 lakhs. We assure you that our credit performance would remain as good as it was in the past.

Example 12

Letter to the Insurance Company to assess the loss by fire

Dear Sir,

We are to intimate to you that a fire occurred in our godown at 10 Rajendra Colony, 1st Street, at 10.30 p.m.

yesterday the November 21, 2012. The fire service personnel have done a commendable job in minimising the loss to the stocks. The cause of the fire is not yet known. We request you to send your valuer to assess the loss and arrange for an early settlement. In the mean time a separate claim is being lodged by us.

Example 13

Letter requesting a New Telephone Connection

Dear Sir,

Ours is a company having over 300 branches all over the country and 3 overseas branches each in Malaysia, Singapore and Japan. Presently, we have ten telephone connections with 3 extensions for each. With the scale of operations increasing and the consequent increase in the number of staff members, we feel that the existing telephone connections are inadequate. We, therefore, request you to instal two more new connections with three internal extension lines for each, at the earliest and oblige.

Example 14

Letter complaining excessive Telephone Billing

Dear Sir,

We are shocked to learn from the latest telephone bill that we have been overcharged, particularly in respect of the trunk calls. We are at pains to know that the billing has been done in excess by at least 10 times than the charges that our calls would have actually attracted. We have remitted the amount as per the Bill, but would request you to please check your records/readings once again and make necessary adjustments in the Telephone Bill(s) to be issued in future.

Example 15

Requesting rectification of telephone instrument

RUBY TRADING CO.

17, Kalpi Industrial Area

Kanpur-208 019.

Tel: 241123

General Manager,

Kanpur Telecommunications,

Green Park,

Kanpur

June 10, 2012

Dear Sir,

Sub: Telephone No. 241123 – Defect in telephone instrument

We refer to our complaint number 181 dated 1.5.2012 made at G.T. Road Telephone Exchange and the subsequent reminders dated 15.5.2012 and 25.5.2012.

We, are sorry to note that inspite of several letters from our end, our telephone instrument has not been rectified till date. Due to non-functioning of our telephone, we have been totally cut off from our customers for the past several days and as a result, we are facing the risk of loss of business.

We, therefore, request you to arrange for rectification of defect in our company's telephone instrument without any further delay and oblige.

Thanking you and looking forward to a prompt response,

Yours faithfully,

Sd/-

(Manager)

Example 16

Complaining against excess billing and replying to notice of electricity disconnection

CBC MILK PRODUCTS

Food Products Industrial Area, Saharanpur (U.P.)

Tel.: 21945, 29148 & 22184 Fax: (0121) 29745

The General Manager

Saharanpur Electric Supply Undertaking

'Bijalee Bhavan'

Saharanpur (U.P.)

June 10, 2012

Dear Sir,

Reg.: Complaint against excess billing

We refer to your letter No. IV/SS-III/96 (18181) dated 1.6.2012 threatening to disconnect electric supply to our factory for alleged non-payment of bill for the month of March, 2012.

In this regard, we wish to state that your bill for Rs. 31,000/- for March 2010, is a highly inflated one since our average monthly bill amount comes to Rs. 8,000/- only. Since the bill is an inflated one, we have already made a complaint with your Divisional Office-IV on May 18, 2012, requesting to recheck the meter reading. It seems, instead of taking any action on our request, the Division Office has served the aforesaid letter of disconnection upon us.

Under the above circumstances, we request you to please look into the matter and give necessary instructions to your Divisional Office not to disconnect electric supply to our factory.

Further, we wish to state that we are ready to pay a sum of Rs. 8,000/- pending settlement of the matter.

Thanking you,

Yours faithfully,

Sd/-

Albert Pinto

(Manager)

INTRODUCTION- SECRETARIAL CORRESPONDENCE

A company secretary occupies an important place in a corporate set up. His duties demand continuous interaction both within and outside the organisation. He communicates with the directors of the company. He has to remain in touch with several government departments. He must also correspond with those who have invested their money in the company.

Public investment in a company is generally in the form of shares, debentures and deposits. Any one can participate in the capital of a company through equity shares. The return on shares depends on the profitability of the company and is in the form of dividend. A debenture is an interest-yielding loan but may be partly or fully convertible into equity shares. The Rights Shares are allotted only to the existing shareholders of the company but they have to be paid for. The company may also part with profits in the form of Bonus shares to the existing shareholders.

Shares or Debenture Holders

Correspondence with share or debenture holders revolves around matters of immediate concern to them i.e. allotment, transfer and issue of certificates. The subject of payment of dividend or interest also receives a lot of mail.

A new issue of shares is usually advertised though a company may choose to communicate the issue of Rights or Bonus shares through circulars. Information is also made available these days through Emails and on websites.

Thereafter, the investors submit their applications, which are normally on a printed form. Once the basis of allotment is finalised, the correspondence with the shareholder commences. An allotment letter is dispatched to

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the successful applicants.

A company may not charge the full price of a share along with an application but recover it in one or more instalments. This is known as “Call”. This is particularly done when the shares are being offered at a premium.

A Call Letter is sent to the shareholders whenever an amount becomes payable. Investor receives a certificate testifying that he is the allottee of a specific number of shares or debentures.

Specimen Letters

A few specimen of common correspondence relating to the Secretarial Department are given below:

Letter 1

Correspondence with shareholder regarding non-receipt of share-certificate

Dear Sir,

I was informed vide letter No. dated that 500 shares have been allotted to me. It is more than 3 months now and I have not yet received the share certificates. Would you please look into the matter and arrange for an early despatch of the share certificates to me?

Reply to the above

Dear Sir,

We are in receipt of our letter dt... regarding non-receipt of share certificates. On checking the records in the office, we find that the share certificates were despatched to you on ... by registered post but were returned by the postal authorities to the company with the remark “addressee not found at this address”. We have dispatched these certificates once again to you by Registered post today.

Kindly acknowledge the receipt of the same.

Letter 2

Letter complaining that no allotment of shares was made

Dear Sir,

I have submitted six applications for allotment of shares in the names of my family members as per details given below:

1. Ram Sundar 500 shares
2. Ram Avtar 500 shares (father)
3. Mangal Kumari 500 shares (mother)
4. Mala Kumari 500 shares (wife)
5. Sudarshan 500 shares (son)
6. Mukesh 500 shares (son)

I am disappointed that no allotment has been made to any of us. I understand that the company has finalized the allotment list and has also started sending out allotment letters. May I know as to why none of us has been allotted any share in the company?

Reply to the above

Dear Sir,

We refer to your letter dated.... and are sorry that you have not been allotted any shares in the company. You may be aware that when the public issue was announced, it was over subscribed by 15 times. As the company is listed with Bombay Stock Exchange, under the terms of the listing agreement, the allotment had to be finalized in consultation with and in the manner approved by the Stock Exchange. Accordingly this was done on a pro rata basis and the allottees' list was finalised by the Stock Exchange. The basis of allotment was also published in the 'Economic Times', 'The Hindu' and the 'Times of India' for information of the applicants. You would appreciate that not a single share can be allotted more than the limit the company had actually invited the applications for. There are many people like you, who, impressed by the company's commendable performance, applied for shares but could not get any allotment.

We understand your interest in investing in the shares of the company, but we are helpless in the matter in view of what has been narrated above. We wish you better luck next time when the opportunity arises. Meanwhile, the refund orders have been dispatched to you yesterday.

Letter 3

Letter of Suggestion from a Shareholder

Dear Sir,

Of late, there have been a spate (a large number or amount or extent) of issues of corporate securities. Some issues have special features also that the share and debenture issues have been linked. I think it is a very nice idea which our company can also follow. May I expect an attractive public issue from our company on these terms in the near future?

Reply to the above

Dear Sir,

We are in receipt of your letter dt..... and appreciate that you have been closely following the trends in primary market. You may be aware that the timing of a public issue and the terms and conditions thereof are a function of strategic planning by the company management and their permissibility in terms of various statutes. If you happen to go through the speech delivered by the Chairman of the company at the recently concluded annual general meeting, you would find that the company is relying on its internally generated funds, the cost of which is much lower than what a share or debenture would cost in terms of servicing.

As and when there is need to come to the market for funds, the Board would be inclined to consider the question from every angle and arrive at a decision.

Letter 4

A reply to a letter from shareholder complaining against a staff member SRL COMPUTERS LTD.

Regd. Office: 14, MRG Road, Chennai - 600 001

Tel.: 2410081 Fax: 2400882

Folio: 181/1960018/B

Shri Vipul Bhatia
28, Mountain View,
Ootacamund (Tamil Nadu)

Date: 1.1.2012

Dear Sir,

We refer to your letter of complaint dated December 26, 2011 regarding misbehaviour on the part of a staff member of Share Department of the Company.

The undersigned conducted an enquiry in the matter, and it has come to light that the staff member involved in the incident was a casual/temporary staff employed for dispatch of company's Annual Reports to the shareholders.

The services of the casual/temporary staff member involved in the incident has been dispensed with.

On the whole, we are very sorry for the unfortunate happening and offer our profound apology for the same. We assure you that no such incident will occur in future.

Assuring our best and prompt services at all times,

Thanking you,

Yours faithfully,

Sd/-

V.K. Malhotra

Company Secretary

Letter 5

Letter regarding non-receipt of Dividend Warrant

Dear Sir,

I draw your attention to the fact that I am not in receipt of the dividend warrant in respect of the dividends due on 500 shares (Nos. 198001 to 198500) standing in my name, in terms of the resolution passed at the recently concluded Annual General Meeting.

Would you please look into the matter?

Reply to the above

Dear Sir,

With reference to the above, we find from our records that a Dividend Warrant for Rs. 2,000/- in respect of the 500 shares standing in your name has been sent to you vide Dividend Warrant No..... dated..... for Rs.

2,000/- made payable at par at all the branches of Punjab National Bank. If by chance you have not yet received the same, the company would be inclined to issue a duplicate dividend warrant after verifying that the original has not been encashed and, upon your submitting an indemnity bond, duly stamped, as per proforma enclosed.

Letter 6

A reply to a shareholder who complained about non-receipt of Balance sheet

SPG COMPUTERS LTD.

Regd. Office: 14, MGR Avenue, Chennai - 600 101

Phones.: 4218112, 4231181 Fax: (040) 8715213

Folio No. 38001/B/2012

Shri Vipul G. Bhatia

28, Longdrive

Ooty (Tamil Nadu)

Dated: 15.6.2012

Dear Sir,

We refer to your letter of complaint dated May 28, 2012 regarding non-receipt of Balance Sheet of the company for the year ended March 31, 2012.

We find from our dispatch register that a copy of Balance Sheet was sent to you on May 10, 2012 by post. It seems that the same has been lost in transit.

Anyway we are enclosing herewith another copy of the Balance Sheet for the year ended March 31, 2012 for your records.

Thanking you,

Yours faithfully,

Sd/-

Grace Melango

Company Secretary

Letter 7

Circular Letter to Shareholders denying rumours

Dear Sir/Madam,

There have been baseless rumours circulated by some vested interests that the company is planning to dispose of its unit at Medak. Pursuant to this, the Board of Directors have come to know of feverish selling of the company's shares in the stock markets. The Board wishes to assure the members that there is no such proposal at all and even if such a proposal were to be worked out, it cannot be done excepting with the express approval by members in the general meeting as per the provisions of the Companies Act, 1956. You are, therefore

advised not to be guided by such ill founded, ill motivated and baseless rumours.

Letter 8

Circular Letter to Shareholders regarding appointment of Share Registrars

Dear Sir/Madam,

In view of the large number of members that the company has on the register of members and with a view to ensuring prompt and effective service, M/s Sigma Services, 16, Nandlal Street, Kolkata-74 have been appointed as Registrars to the company. M/s Sigma Services would attend to work relating to share transfers/transmissions dividend/interest warrants issue and other related work. Members may henceforth write to them directly regarding their problems, if any, on these matters.

Dematerialisation (Demat)

The share certificates have traditionally been in the paper or physical form. Investors now have a convenient alternative to hold their securities into an electronic format. The depository services enable them to convert their

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securities to an electronic format. The investors retain all the benefits of ownership, while eliminating the hassles caused by events, such as loss of certificates, postal delays, and counterfeiting. State-of-the-art technology helps to provide even online services across the country. A statement of account is sent to the Demat account holder periodically.

Dematerialisation is the process by which physical certificates of an investor are converted to an equivalent number of securities in electronic format and credited in the investor's account with a Depository held through a Depository Participant (DP). Share certificates are dematerialised to enable trading and settlement on the book entry segment. Investors deliver their share certificates to their DPs along with a signed form of request. The shares are then sent to the concerned company/transfer agent for converting the physical share certificates into the electronic format, wherein the company enters the name of the Depository as the owner of the shares and the name of the shareholder as the beneficial owner of the said shares, in the Register of Members. The securities are then credited to the account of the investor by the DP, when intimation to do so is received from the depository. Any objections raised by the company are forwarded to the investors for clarification. Change from electronic to physical form is also possible and is called Rematerialisation.

Demat Accounts

Investors are expected to open Demat accounts with Depository Participants and deposit their share certificates for the purpose of converting them to the electronic format. The Depository Participants pass on the documents to the concerned company, which checks their authenticity and stores them in electronic form or in other words, dematerialises them.

The Investors often write letters to companies complaining about delay in dematerialisation:

Complaint Letter to Companies

To
GTK Depositories Ltd.
Depository Participant
26, Banjara Hills
Hyderabad-500 034
February 28, 2012
Dear Sir,

DEMATERIALISATION REQUEST

I had deposited 200 equity shares of HDFC Bank Limited on 20th January, 2012 for dematerialisation as per details given below:

Folio No: L47
Certificate Nos. 2321345-6
Distinctive Nos. 45344601-45344800

I was given to understand that the process will be completed within thirty days. However, the shares are yet to be credited to my Demat Account No. 89778321.

You will appreciate that I am unable to trade in these shares due to delay in dematerialisation.

Please take immediate steps to dematerialise the shares so that they may be credited to my Demat account, and advise me of the status at the earliest.

Yours faithfully,

Sd/-

D.N. Panigrahi

Security Features

In addition to the security features offered by NSDL and CDSL (the two depositories at present in India), DPs offer several risk management measures through a back-office system.

A Demat account holder may be issued a serialised instruction slip-book. The leaves bear numbers, which are stored in the system. Every subsequent instruction for transfer is checked by the system against these numbers to protect the investor against fraudulent transfers. Requests for slip-book are similar to those made for chequebooks.

Letter requesting for slip-book

To

HDFC Depositories Ltd.

K.G. Marg

New Delhi-110 001

30th April, 2012

Dear Sir,

REQUISITION FOR SLIP BOOK

I am operating a Demat account with you bearing number K 723121. The Slip Book issued to me for instruction has been exhausted.

Please arrange to send a new Slip-Book to my residential address by courier.

Yours faithfully,

Sd/-

(Suresh Chandra)

Non-receipt of Dividend

An investor puts his savings at stake primarily to earn interest on his debentures, or dividend on his shares.

When he does not receive them on time, his anger or annoyance or anxiety, is understandable. Like all complaints, such letters should furnish complete information about the securities held by the investor. This facilitates an inquiry into the reasons for default or delay in payment by the company. It is sensible to maintain courtesy in the first instance as the company may not be at fault and may have a legitimate defence:

To

The Company Secretary

Wintech Technologies Ltd.

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17 Hitech Towers
Hyderabad-500 033

Dear Sir,

I had purchased 500 equity shares in the dematerialised form from Prakash & Bros., Bandra (East), Mumbai on 28th May, 2012. The shares were subsequently credited to my Demat Account No. 988211346 held with ICICI.

However, I have not received dividend for the year 2011-2012, though the closure date for the register of shareholders was June 1, 2012.

Kindly look into the matter and advise my Depository Participant to credit the dividend to my account.

I thank you in anticipation.

Yours faithfully,

Sd/-

P. Jagnaddham

Reply to letter of Non-Receipt of Dividend

If a complaint is unacceptable, the complainant must be given convincing reasons. Evasive (deliberately vague) replies or use of arrogant tone must be avoided. Effort may be made to establish a closer and good relationship with the investor.

Dear Mr. Jagnaddham,

We have received your letter of 27th July, 2012 and welcome you to the Wintech family.

We may point out that the equity shares purchased by you were credited to your account only on 5th June after the settlement period. You are aware that the register of shareholders had been closed by then. Therefore, we regret we are unable to pay you dividend for the year 2011-2012. However, we assure you that dividend, whenever declared in future, will be promptly credited to your account.

We thank you once again for investing your funds in Wintech.

Yours faithfully,

for Wintech Technologies Ltd.

Sd/-

Company Secretary

Rematerialisation

Securities are being increasingly issued in electronic or dematerialised form. However, re-conversion of securities to physical form or their rematerialisation is also possible. Request is to be made to depository participant with whom the shareholder has a Demat account in the prescribed standard form for the same. However, you could enclose a covering letter in the following format with the application:

Dear Sir,

REMATERIALISATION REQUEST

I am the sole holder of 700 equity shares of Infosys Technologies in my Demat account no. 55213417 held with you.

Since I have no desire to trade them in the near future, I do not want to pay annual custody charges for them.

Therefore you are requested to reconvert them to physical certificates. The charges may be debited from my S.B. account no.7773 held with you.

Yours faithfully,

Sd/-

Vas Dev Khanna

Correspondence with Stock Exchange

BAJA LTD.

29, Govind Street, Bombay 110020

Tel. No.: 228822

The Manager

Company Announcements Office

BSC

4th Floor, Bridge Crossover

Bombay 110020

4th October, 2012

Dear Sir,

Sub: Notice of Annual General Meeting (AGM)

We are pleased to forward the notice of AGM of our company scheduled to be held on alongwith the following enclosures for your information:

1. Notice of AGM and Explanatory Notes;
2. Proxy Forms; and
3. Annual Report for the year 2011-2012

Yours faithfully,

For BAJA Ltd.

XYZ

Company Operating Officer/Company Secretary

Correspondence Regarding Initial Listing

SURAJ LTD.

Gopal Street, Delhi 110003

Tel. 222228

The Secretary

Bombay Stock Exchange Ltd.

Date: 9th July, 2012

Dear Sir,

Sub: Initial listing Application

We wish to submit that "Suraj Ltd." was incorporated on 6th August for the production and distribution of mineral water. The company is planning to enter the Capital Market in the month of April, 2012 with an issue size of

The Board of Directors has passed a resolution on For making initial application with your stock exchange in respect of the said issue.

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The initial listing application is hereby enclosed.

We are also enclosing the following documents:

(i) One copy of the Memorandum and Articles of Association.

(ii) A certified copy of the Certificate of Incorporation.

Thanking you,

Yours faithfully,

Secretary

Encl.: As above

Correspondence with Registrar of Companies

MERCURY LTD.

99, Prashant Street, Surat 395002

Tel. No.: 781811

Ref. No. KML/595/2012

M/s Kanchan Rani

Registrar of Companies

ISL Tower, Nehru Place

Surat

Dated: 29th September, 2012

Dear Sir

Sub: Extension of Annual General Meeting (AGM) reference CIN.....

This is in reference to our letter dated, informing about the AGM of the company "Mercury Ltd." incorporated on For the financial year April-March scheduled to be held on We wish to submit that due to flood-like situation in the city, we are unable to hold the same on the prescribed date.

We therefore, request you to kindly take this on record. We shall soon intimate you the revised schedule of the AGM.

Thanking you,

Yours faithfully,

Correspondence with various other authorities

Correspondence with RBI

LAGOON LTD.

54, Gulmohan Road, Delhi 325001

Tel: 625158 Fax: 525151

Ref. No. VXN/525/2012

Ms Reeti Gupta

64, Juhu Street

Bombay 520001

Date: 24th September, 2012

Dear Sir,

Sub: Form NBS 1A relating to Annual Return on Deposits as on 31st March, 2008

Please find enclosed a hard copy of Form NBS 1A pertaining to Annual Return on Deposits as on 31st March, 2012, which is to be submitted by all Residency Non-Banking Companies. The same has already been filed

through internet to the specified web server, as given under the instructions for filing in the Return.

Thanking you,

Yours faithfully,

Sd/-

General Manager

Correspondence with SEBI

Example 1:

CREATIVE LINE LTD.

26, Indian Street, Delhi 110019

Tel No.: 721218 Fax: 721212

Ref. No. XNI/242/2012

Mr. Dhruv Malhotra

Chief Manager

SEBI

6, Nariman Point

Mumbai

Date: 24th September, 2012

Dear Sir,

Sub: Investor Grievance Redressal

This refers to investor complaint No. 242/SMF/11258069 regarding the non-receipt of dividend. We are pleased to inform you that we have already dispatched the dividend amount..... through warrant No. 602246 dated.....

Thanking you,

Yours faithfully,

Sd/-

Senior Manager

Example: 2

ESSOR LTD.

8, Connaught Place, Delhi 110001

Tel. No.: 258187 Fax: 258188

Ref. No. SMI/255/2012

Mr. Pradeep Chatterjee

Chief General Manager

SEBI

224, Nariman Point

Mumbai 220015

Date: 24th September, 2012

Dear Sir,

Sub: Draft Red-hearing Prospectus for vetting

Enclosed herewith please find draft Red-herring Prospectus for the proposed IPO of the company for your vetting.

Thanking you,

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Yours faithfully,
Sd/-
Joint Manager
Encl.: As above.

INTRODUCTION TO AGENDA AND MINUTES

Minutes are the official records of the proceedings of a meeting. All organizations, whether commercial or social, attach great importance to maintaining a proper record of the business transacted at their various meetings.

The main object of writing minutes is to record, concisely and accurately, the essential work done at the meeting.

Minutes usually show, beyond any doubt, what was formally resolved or decided upon and not what was said.

Importance of Keeping Minutes

- (i) Minutes contain a record of the business transacted and decisions taken at a meeting. They serve as a permanent record for future reference.
- (ii) Minutes serve as a reminder for the actions to be taken to implement the decisions arrived at a meeting.
- (iii) Minutes can be produced as evidence of the proceedings in a Court of Law.
- (iv) Minutes help in the efficient conduct of business. If proper minutes are not kept, the decisions arrived at meeting may be questioned by any member or Auditor and therefore, they cannot be proved in a Court of Law.

Preparation of Minutes

Minutes of meeting generally contain the following:

1. The kind of meeting.
2. Date, time and place of the meeting.
3. The name of the person in the chair.
4. Name of directors, secretary and persons in attendance.
5. Reading and confirmation of the minutes of the last meeting and their signing by the Chairman, together with any matters arising from the minute.
6. Brief subject heading each of minutes with the resolutions adopted.
7. Financial statements and reports presented and approved in the meeting. These may be put in the form of 'Appendix'.
8. Appointments made, if any.
9. In the case of special resolution, the number of votes for and against.
10. Names of persons dissenting with any resolution passed at the meeting.
11. Instructions given by the meeting to the Secretary or other officers.
12. Chairman's signature and date of verification of minutes as correct.

General Guidelines for Writing Minutes

Drafting of minutes is largely a matter of skill, judgment and practice. The writer of minutes needs to understand the situation, listen attentively and take notes during the discussion. Minutes are largely standardized and the standard form should be followed as far as possible.

Some hints for writing minutes are given below:

1. Minutes of each meeting should have heading containing the type of meeting.
2. The date, time and place at which the meeting was held should be mentioned.
3. In the case of the general meetings and board meetings, it is usual to state the number of the meeting.
4. The minutes should contain the names of all those who were present and the capacity in which they were present. But where the attendance is large, the names of persons attending are not stated in the minutes. Only the number of persons who attended the meeting is mentioned. All members sign in a separate register kept for the purpose.
5. Each item in the minutes is numbered and given a brief heading.
6. Each item should be written in the minutes in the same order in which the business was transacted.
7. Minutes should be brief but no important detail should be omitted.
8. Defamatory language, irrelevant points should not be recorded.
9. While writing minutes, no reference should be made to the feelings of the persons present. The tone of the minutes should be impersonal, i.e., it should be written in third person.
10. Dates and figures should be clearly and precisely stated in the minutes. If a reference is made in certain letters or reports, their numbers and dates should also be mentioned. This is necessary to avoid the possibility of ambiguity and misunderstanding.
11. In case of a special resolution passed at the meeting, the number of those in favour and against should be recorded.
12. The secretary should go on taking notes during the meeting. If a clarification is required, it should be immediately sought. The minutes should be written as quickly as possible after the meeting so that no important facts are forgotten.
13. It is advisable for the secretary to show the rough draft of the minutes to the Chairman and get his approval. This will avoid incorrect recording and alterations later on.
14. The language of the minutes should be simple and precise. Simple past tense and passive voice are preferable. Be careful while converting direct speech into indirect speech.
15. Ensure that each item discussed in the meeting has been recorded.
16. Use a separate paragraph for each item.
17. Record full text of motions. If a vote was taken do mention it. Give exact text of resolutions adopted at the meeting.

Agenda

Agenda is a document that outlines the contents of a forthcoming meeting. It is usually sent alongwith the notice of the meeting. Sometimes the Agenda is prepared after the circulation of the notice in order to enable the members to get any item included that they would like to discuss at the meeting.

Occasionally, if the chairperson and the secretary do not want the members to know the items to be discussed, the agenda is not circulated.

UNITED SALE CORPORATION DELHI

The next meeting of the Board of Directors will take place on Monday, September 18, 20.... at 5:00 p.m. in the conference room.

AGENDA

1. Minutes of the last meeting.
2. Matters arising from the minutes.
3. Financial irregularities in Dharwar branch.
4. Re-organisation of work in Bangalore branch.
5. Any other business.
6. Date of next meeting.

Review Questions

Q1- What is invoice?

Q2- What is current account?

Q3- What do you mean by Secretarial Correspondence?

Q4- What is Dematerialisation?

Q5- Discuss the Importance of Keeping Minutes?

Further Readings

By Dr. V K Jain

By Rathore P.S.

By V.K. Jain and Omprakash Biyani

By Courtland L. Bovee and John V. Thill

By Ruchi Gupta

UNIT-06 ADMINISTRATION

ADMINISTRATION

- ❖ Introduction-Telegraphic Messages
- ❖ Advantages of Telegraphic Messages
- ❖ General Rules for Composing Telegram
- ❖ Drafting a Telegram
- ❖ Formats of Writing Telegrams
- ❖ Letters and Telegrams
- ❖ Messages through Electronic Media
- ❖ E-mail
- ❖ Features of an E-mail
- ❖ Drafting E-mail Messages
- ❖ Important tips for Writing an E-mail
- ❖ Fax Messages
- ❖ Fax v/s Telex Machines
- ❖ Short Messaging Service
- ❖ Review Questions
- ❖ Representations
- ❖ Public Notices
- ❖ Invitations
- ❖ Contents of Invitations
- ❖ Replying to Invitations
- ❖ Individual Invitation
- ❖ Review Questions

NOTES

INTRODUCTION – TELEGRAPHIC MESSAGES

Urgency to communicate a matter may arise due to many exigencies, personal as well as official. Whenever any information is to be communicated urgently or quickly, the telegrams or cables are sent to from one place to another. They are sent through post and telegraph offices. In order to transmit the message words are changed into signals with the help of the Morse's key and sent across cities, countries and continents in a short time.

Types of telegrams

The telegrams are of two types –

1. Ordinary telegrams
2. Express telegrams

The ordinary telegrams go in usual process and message are delivered to the receiver in ordinary course of time. Express telegrams pass the message at priority basis. Hence, they are costlier than ordinary telegrams.

Language of telegrams

Message can be written in a telegram in two ways:

- (i) Enclair : When telegrams are written in day to day language, it is called Enclair. Such messages can be read and understood by all. It is risky to send telegrams in enclair language, specially those that involve money matters.

(ii) Cypher or code : This means that the code or private language is used for transmitting messages through Telegram. Here ordinary words are converted into codes with which receiver of the message is conversant.

He decodes the message and takes action accordingly. Thus, confidential messages are kept secret.

Advantages of Telegraphic Messages

Telegrams have been a common method of sending messages. They have been preferred for many reasons.

Some of them are:

- They are fast. Words are changed into signals with the help of the Morse's key and sent across cities, countries and continents in a short time.
- They are efficient. If drafted with care, they convey the crucial part of the message.
- They are economical. The minimum charge for an inland telegraphic message is lower than the bus fare for travelling across a metropolitan city.

General Rules to be kept in mind when composing a telegram

- The message must be brief and clear;
- Time should be written according to the twenty four hour clock;
- Sentences are to be divided by the word "STOP";
- Clarity and accuracy must be maintained;
- Normal grammar and punctuation can be ignored;
- Block letters must be used as far as possible.

Drafting a Telegram

The following points may be kept in mind while drafting them.

(1) Brevity

Telegrams are charged on the basis of number of words used. Therefore, one has to use words economically. It is possible at times to replace a phrase with a single word. For example, one can use 'try' in place of 'to make an effort' and save three words in the process. Using one-word substitution may be a good idea to keep telegraphic messages short. Another idea is to write a message in a normal manner and then delete unnecessary words or rephrase them. The bold words in the following message sufficiently convey the meaning of the complete sentence.

We are glad to inform that our **Balance fund** has **outperformed** other funds in the **first quarter**.

So a telegram sending this message would simply read:

(2) Block Letters

Handwritten messages are often difficult to decipher. In lower case, Cs may look like Es or an R may be misread as an N. Therefore the golden rule is to draft telegraphic messages in block or capital letters.

(3) PM or AM?

If a.m. is read as p.m. it will make a straight time difference of twelve hours. So the tip is use twenty-four hour clock the way they do to announce train or airline timings, i.e., 15.00 hrs. for 2.00 p.m.; 22.30 hrs. for 10:30 p.m., etc.

(4) Completeness

In our effort to keep our message brief, we cannot afford to send incomplete messages. Let us look at the following message:

MD ARRIVING (STOP)

It does not tell us anything except the fact that the managing director is arriving. The recipient would surely like to know more.

For example the time of arrival, the mode of journey, the purpose of the visit and what is expected of him. If we expand the same message a little, the meaning becomes clearer.

MD ARRIVING TUESDAY THIRD JUNE(STOP) FLIGHT IA219
FOURTEEN HOURS(STOP)

(5) Action required

The message is still incomplete because it does not state what is expected of the recipient. Adding a few words may make it clearer:

RECEIVE AIRPORT (STOP) FIX MEETING WITH STRIKING
WORKS(STOP) It is useful to include the action expected from the
recipient, i.e., to quote or to supply, to join duty or to extend leave. The
underlined parts of the following messages do just the same:

Cheque Cleared (Stop) Release Videocon Consignment (Stop) Keep Further
Supplies Pending (Stop)

Refer Bill No. 3225(Stop) Payment Overdue (Stop) Supply Suspended
(Stop) Pay Immediately (Stop)

Refer Cheque No 764301 Dated Tenth April Amount Sixty Thousand
Favouring Lupin Labs (Stop) Instrument Lost In Mail (Stop) Request Stop
Payment (Stop) Acknowledge Receipt
(Stop)

Leave Cancelled (Stop) Audit Commences Tuesday (Stop) Join Duty
Immediately (Stop)

Negotiations With Workers Deadlocked (Stop) Indefinite Strike From
Monday (Stop)

Advise Action (Stop)

It would certainly cost more but the person receiving it would know all the
relevant details. From this it is clear
that brevity should not be achieved at the cost of meaning.

(6) Grammar

The rules of grammar are relaxed while drafting a telegram. However, there
is one exception. When sending out goodwill messages, it is advisable to
write the message in full. Brevity seems out of place when generosity is
required.

**CONGRATULATIONS ON WINNING THE BEST EXPORTER'S
AWARD(STOP)**

Formats of Writing Telegrams

After a telegram is sent, usually a confirmatory copy is sent to the receiver
of the message.

The format of the telegram is as follows:

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TELEGRAM

VINOD KUMAR

HARSH

MADRAS 600 008

ARRIVING THIRTEENTH MORNING FLIGHT(STOP) BOOK RETURN
JOURNEY SAME EVENING(STOP)

VENKATESH

This is a telegram given by Venkatesh, the Managing Director of Harsh Engineering Ltd. The telegraphic code of this company being 'Harsh', the same is given. In cases where the receiver does not have a code, the full address has to be mentioned. Otherwise, the telegram may not be delivered or it may be delivered to a wrong person for want of complete postal address. To ensure economy of words, the formal salutation, etc. are omitted.

The confirmatory copy of the above telegram, sent by post, would be as follows:

HARSH ENGINEERING LIMITED

(Regd. Office: 12, Sansad Marg, New Delhi-110 001)

Phone: 12345

A.A. Venkatesh

Managing Director

TELEGRAM

ARRIVING THIRTEENTH MORNING FLIGHT (STOP) BOOK
RETURN JOURNEY SAME EVENING (STOP)

VENKATESH

Not to be telegraphed:

Shri Vinod Kumar

Regional Sales Manager,

12, Pantheon Road,

Chennai-600 008

Note how the telegraphic message is confirmed on the letter head of the Managing Director.

A few more formats of writing telegraphic messages are listed below:

PROVISIONALLY APPOINTED (STOP) CONFIRM BY WIRE (STOP)

This is a telegram intimating appointment to a candidate who attended the interview. Name of the post is not necessary to be mentioned unless it is absolutely essential, as the telegram is probably sent a few days after the interview. The sender's name is usually given below the message. Companies obtain codified telegraphic addresses from the postal authorities. In that case use of that code would suffice.

REPORT AT DELHI OFFICE LATEST ELEVENTH (STOP)

May be there is a change of office at which the candidate is to report. Where there are a number of offices. It is necessary to mention where the candidate is to report.

POSTPONE VISIT (STOP) CURFEW IN THE CITY (STOP)

The message conveyed here is that the law and order situation is bad and hence it is advisable to postpone the visit to the city.

STOCK STATEMENT FOURTEENTH TO TWENTY FIRST NOT RECEIVED (STOP) EXPEDITE (STOP)

The word 'Expedite' used above, implies expediting the dispatch of the stock statement.

ARRIVING FOURTH MORNING (STOP) ARRANGE MEETING WITH JOINT SECRETARY FINANCE MINISTRY (STOP)

There is no instruction in this telegram for return journey booking. May be the sender is not sure whether he would return the same day; so the correct interpretation of the telegram would be that the receiver need not take any action for return journey booking.

CANCEL MEETING (STOP)

Here the earlier direction is over-ruled.

FIRE AT GODOWN (STOP) HEAVY DAMAGE (STOP) REPORT FOLLOWS (STOP)

This is a very important telegram. It may be from the Regional Office to the Head Office. 'Heavy damage' is a critical word suggestive of sizable pecuniary loss.

MD COMING TWENTY FIRST MORNING (STOP) DEALERS MEETING TWENTY SECOND AT CHENNAI (STOP) HOLD PRELIMINARY DISCUSSIONS AND KEEP REPORT READY FOR MD (STOP)

This is a telegram communicating transfer of an employee to Delhi office.

TRANSFERRED TO DELHI OFFICE (STOP) REPORT FIFTEENTH (STOP)

Some more Examples

Srinath To Visit Cochin And Report Dealers Problem Immediate (Stop) Advise Remittance Particulars Invoice 2310 Dated Second August (Stop) Payment Not Received (Stop) Expedite (Stop) Regret Non-Payment Of Invoice 2310 (Stop) Wire Factual Position (Stop) Accident To Truck Near Kottayam (Stop) Materials Damaged (Stop) Rush Supplies (Stop) Inspection By Explosives Inspector (Stop) Objections Raised On The Ground Of Unauthorised Additions To The Godown Premises (Stop) Godown Licence Suspended (Stop) Letter Follows (Stop)

Probably the godown has been inspected by the Inspector of Explosives and because the godown does not conform to certain rules and regulations, the licence to store the goods therein has been suspended. This is a serious matter and hence the telegram also mentions the reasons for the suspension of the licence.

YOUR TELEGRAM (STOP) HOW UNAUTHORISED CONSTRUCTION AT GODOWN CAME (STOP) FOLLOW UP WITH INSPECTOR AND EXPEDITE RENEWAL OF LICENCE AND REPORT (STOP) This is a

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return telegram expressing shock and anger on the unfortunate but serious development.

ASSESSMENT 2012-13 REOPENED (STOP) DEMAND FOR TWELVE LAKHS RAISED (STOP) ADVISE (STOP)

This is a telegram informing reopening of the assessment of income-tax by the Department. May be the telegram is sent to the Manager (Taxation) who is on leave or on tour. The huge demand of tax is what necessitates the telegram so that he may resume duty to take up the matter suitably.

REPORT TENTH (STOP) MD CONVENING EMERGENCY MEETING (STOP)

Again this may be a telegram to a senior official of the company who is on leave.

BUY AMARCHEM THOUSAND AT ONE HUNDRED AND MINAKSHI FIVE HUNDRED AT EIGHTEEN (STOP)

This is a telegram to a stock broker to purchase some shares at certain prices.

Note the entire information is communicated in words and numerals have not been used. This is because an error in communicating the numerals would mean a lot of consequences to the investor.

MEETING HELD EIGHTEENTH (STOP) DEALERS UNANIMOUS ON EIGHTEEN PERCENT DISCOUNT (STOP) DEMAND SPECIAL OFF SEASON DISCOUNT (STOP) COMPETITORS ALREADY ANNOUNCED OFF SEASON DISCOUNT (STOP) SUPPLIES EX CHENNAI REQUESTED BY DEALERS (STOP)

The telegram apprises the Head Office of the outcome of the dealers meeting held at Chennai.

BEST WISHES FOR THE SUCCESS OF THE GOLDEN JUBILEE CELEBRATIONS BOARD MEETING ELEVENTH (STOP) RIGHTS ISSUE AND DIVIDEND TO BE CONSIDERED (STOP)

This is a telegram sent to the stock exchange(s) outside the city in which the Registered Office of the company is situated. This is required to be done under the terms and conditions of the listing agreement that a company enters into with the stock exchange(s).

BOARD MEETING POSTPONED TO FIFTEENTH (STOP)

MD EXPIRED (STOP) FUNERAL TENTH MORNING AT DELHI (STOP)

This telegram is sent to all those who matter. If an 'X' is put on the top of the telegram then it shows it is an express or an extremely urgent message.

STRIKE SITUATION WORSE (STOP) FOUR KILLED (STOP) CLASHES CONTINUING (STOP) SWIFT ACTION NECESSARY (STOP)

This telegram apprises the top officials who were not in the city or place where the strike is going on.

These examples would have given an idea as to how telegrams are worded. There are numerous occasions where sending of a telegram is absolutely essential.

Framing of telegrams from given matter

Now you may have to develop the skill of condensing a letter or report into a telegram. A few examples are given below:

Read the text of the following letter and the telegraphic version of the same at the end. "It has never been our experience that you delayed payment of our bills. However, we are quite surprised that this time in respect of this bill (Bill No. 23 dt. 2.3.12) the payment has not yet been received by us.

We have sent you two reminders, already, that too with great hesitation as we had all hopes that you must have earnestly set the process of remittance in motion.

Strangely, our earlier letters remain unresponded. As we have tight working capital base these days, we solicit that the payment be made within 15 days. If you have genuine or inevitable problems in the way of settling our dues please feel free to write to us."

TELEGRAM

REQUEST PAYMENT AGAINST BILL NO. 23 DT. 2ND MARCH
(STOP) TIGHT WORKING CAPITAL BASE (STOP) WIRE BACK
(STOP)

Note that the word 'REQUEST' conveys the benevolent feeling expressed in the letter.

Letter and Telegram

Example 1

"I recall the pleasant meeting you had with the members of the interview Board last Friday when you reported for an interview for the post of Deputy Secretary, Tax Division, in our company.

The Board was very much pleased with your background and experience and above all your eagerness to join us.

However, I have been directed to inform you that we have been able to find a suitable candidate who has had experience more akin to our expectations and job requirements.

Please rest assured that should any opening arise in the near future calling for proficiency in line with your experience, we shall write to you. We are keeping your application in active file.

We once again thank you for evincing interest in joining us".

TELEGRAM

REGRET INABILITY TO OFFER DY. SECRETARY POST(STOP) WILL
CONSIDER FOR SUITABLE OPENING IF ANY IN FUTURE (STOP)

Example 2

Now read the following letter

"I refer to the consignment that we received today through Patel Roadways L.R. No. 002789 dt. 10th April 2012.

On opening the pack, it was found that the flywheel blades were twisted out of shape. The special bolts were short by 5 numbers. The 'flywheel' housing was found having a deep crack.

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We are sorry to note that instances of supply of such defective spares have of late become quite frequent.

Even in respect of the last two consignments we were forced to write to you about a number of defects. In the consignment under reference the outer packs have been found to be intact. We, therefore, have cause to apprehend that enough attention is probably not being paid while packing the parts in the factory or godown.

You may appreciate that such defective supplies have seriously hampered the timeliness with which we used to satisfy our customers' requirements. We are sorry to write that if instances of such defective supplies are found to persist, we may be left with the only option of placing our orders with some other suppliers.

May we expect an expeditious replacement of the defective parts?"

TELEGRAM

CONSIGNMENT SENT BY PATEL ROADWAYS LR 2789 OF TENTH APRIL (STOP) FLY WHEEL HOUSING DEFECTIVE DEEPLY CRACKED BLADES TWISTED OUT OF SHAPE AND BOLTS SHORT BY FIVE NUMBERS (STOP) DEFECTIVE GOODS SUPPLY RECENTLY ON THE INCREASE (STOP) REPLACE CONSIGNMENT EXPEDITIOUSLY (STOP)

Example 3

Read the following letter:

"We are in receipt of your application for the post of Finance Manager in our company.

We shall appreciate if you can make it convenient to come for a personal interview on 25th March 2012 at our Registered office. You will be reimbursed air fare both ways for attending the interview.

Kindly let us know the details of your departure so that we may arrange to receive you at Palam Airport and book the return air ticket as well. Your stay has been arranged at the Company's guest house."

TELEGRAM

INTERVIEW ON 25TH MARCH (STOP) AIR FARE BOTH WAYS (STOP) STAY AT COMPANY GUEST HOUSE (STOP) INFORM DETAILS OF ARRIVAL (STOP)

MESSAGES THROUGH ELECTRONIC MEDIA

Though HRM is otherwise very advantageous, it has certain disadvantages as well.

E-mail

E-mail : There has recently been a revolution in the field of communication engineered by the use of e-mail or electronic mail. What began as an American experiment in computer communication technology during the cold war has become a fast growing method of communication in the world. It is difficult to think of a business house or an organization without an e-mail contact address. E-mail enables its users to transmit messages electronically with the help of computer networks. Today e-mail reaches millions of people around the world. A computer, a modem with software

and a telephone line is needed for an e-mail. In electronic mail messages are composed, transmitted and usually read on computer screens. Today, e-mail has replaced the telephone as the preferred medium to communicate in business. E-mail is typically composed and sent while key hoarding. The message need not be in plain text. By using HTML or Hyper Text Markup Language - the computer code used to create web pages – for formatting one may even send graphics, images and hyperlinks.

From: Domestications Catalog

Date: Thursday, April 19, 2012, 1.38 AM

To: Domestication Shopper

Subject: Mothers' Day Orders

In order to guarantee delivery of regular in-stock items for the May 13 holiday, orders must be placed by May 3, 2012. Heavyweight, drop-shipped, and backordered items will take longer to be delivered. Please plan your order accordingly. Thank you.

Features of an Email

Email packages like Messenger and Outlook Express are a part of web-browsers. The specialist may prefer a program like Eudora. These programs help us compose new messages or forward the ones we receive to one or all the people whose e-mail addresses are stored in the address book. They allow us to:

- change fonts and sizes;
- highlight and color;
- delete, store or save;
- align, center or justify;
- italicise, bold or underline words;
- print what is written or received.

An interface between the e-mail program and the word processing program allows us to copy, cut and paste messages from one to the other. We can attach files, compressed or otherwise, with our email messages.

Good to know!!!

Microsoft word documents often sent as attachments with email may be carrying macro-viruses. It is advisable to scan them with the help of anti-virus softwares before opening them.

Some programs even offer templates, such as cards or invites, to write text-messages on. Mailing lists are also available for the use of business houses while individuals use filters to block unsolicited junk mail or spam. If we are unsure of what we write, there are grammar and spell checkers to help us. We can even add our signature, stored in a file, at the end of the message. Carbon or blind carbon copies can also be sent. Excepting these similarities with the layout of a letter, the style of email tends to be direct and brief.

Quote on Email Generation

Email Generation-Letter Imperfect?

Most young people have never written a formal letter, highlighting the growth in Emails. A study found that Emails had replaced traditional

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methods of correspondence in business. Almost half of those polled said they now send thank you notes through the Internet rather than by post. One in twenty said they write “love and kisses” at the end of Email messages to their employer.

– Guardian News Service, London.

E-mail communication has several obvious advantage over the modes that account for its rapidly increasing popularity :

– it is cheaper and faster than a letter.

– it does not announce its arrival like a telephone call

– in e-mail communication, differences in locations and time zones do not prove to be an obstacle E-mail has created an easy communication link among employees transcending hierarchical barriers.

E-mail facilitates more paper less office and enables the employees to function even without filling of office.

The language of E-mail

– Write short, crisp and focused paragraphs.

– Use short and simple sentences

– It is preferable to use the active voice.

– Use concrete words with positive connotations.

– Don't use jargon or slang. Sometimes jargon can be used if you are communicating with people of your own profession.

– In business e-mails do not use abbreviation and acronyms which you may use while e-mailing personal friends.

– Be gender – sensitive. Avoid using gender – discriminatory words as far as possible.

Drafting Email Messages

The ease and speed of email combines the elements of speech and writing. To that extent, it tends to become informal. Being relatively impersonal, it breaks down barriers and hierarchies in business offices and improves communication. It scores over telephony in being cost-effective also.

However, care should be taken while drafting email messages whether formal or informal. Always read the message you have typed at least twice before sending it, because once it has been sent you cannot stop it from reaching the recipient.

While writing an e-mail we are supposed to follow certain etiquettes, that is, ‘a set of rules for good behaviour’.

Internet etiquettes are also known as netiquettes. They are a set of rules for behaving properly online.

Important Tips for Writing an Email

Other things that need to be checked are:

– whether the email address is typed in correctly;

– the message has no grammatical errors;

– the message has no spelling mistakes;

– Do not send sensitive, critical or confidential information of your company through e-mails.

– Do not highlight a message unless it is absolutely necessary.

– Do not over use capital letters.

One important thing to remember and check would be the content of your message. Before clicking on the send icon, it would be advisable to evaluate it as to whether it should be a hand written letter or a reply should be sent through email. If after evaluation, the answer is yes, then only you can go ahead and send it.

It is not advisable to react to an email and reply immediately, always think before typing, and read and evaluate it before sending it.

It should be always remembered that e-mail is only a faster medium of communication, and therefore all communication must be clear, brief, precise and unambiguous.

Internet communications cannot be guaranteed to be secure or error-free as information could be intercepted, corrupted, lost, arrive late or contain viruses. The sender therefore does not accept liability for any errors or omissions in the context of this message, which arises as a result of Internet transmission.”

Extract from a Foreign Bank’s Email

Fax Messages

Fax is the abbreviated form of the word facsimile. A facsimile or fax machine is another modem means of transmitting the exact copy of a written message, especially visual materials, such as diagrams and copies. The machine first scans the document and then transmitted the copy to the fax machine at the other end through the telephone line with which it is connected. The document is printed on a roll of paper. Then the receiving fax machine sends a message of confirmation. The plain paper fax machines are relatively expensive. Fax machines have several features.

Abbreviated dialing helps store commonly used numbers and allow one-digit dialing for ease. Delayed transmission enables us to send faxes during odd-hours and pay lower tariffs. An auto-cutter keeps the paper roll in fine shape.

Fax V/s Telex Machines

Fax has a definite advantage over telex. Telex machines only allow exchange of text while fax can send pictures, graphics or designs as well. In addition, one does not need a leased line since a fax machine can be connected to any telephone line. It is also possible for smaller organisations to use the same line for making calls and receiving faxes, though not at the same time. Such numbers are often listed in letterheads as Telefax.

Faxes can also be sent and received through computers. Word processors offer Fax-templates like the one shown below in which relevant information may be filled in and then sent:

FACSIMILE TRANSMITTAL GREENWAYS LIMITED

To: Purchase Officer, Maruti Appliances Fax: 916-35221

From: R.K. Sehgal QCM Date: 4 April 2012

Re: Fresh Samples-Desktop Pages: One

CC: Sales Officer

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Urgent # For Review Please Comment

Please Reply

Please Recycle

Please refer to your message regarding submission of fresh samples of desktop.

The samples were approved only on 23rd March this year and the mould has been designed for 1,00,000 pieces. The deviations were caused by drop in electric voltage changing the moulding settings in CNC machine.

We request you to continue with random testing as the component is being moulded as per design and we are confident it will pass all quality tests.

In the event of further deviations, we will gladly submit fresh samples.

Thanks

Short Messaging Service

Mobile telephony has provided another facility to send brief messages instantly. All mobile telephone service providers provide Short Messaging Service (SMS). An alphanumeric (containing alphabets and numbers) message may be punched in using the keypad of the handset. It may be sent, edited, stored or deleted at either end. It is transmitted from one handset to another through the Message Center of the service provider. The message is displayed on the handset of the receiver.

Short Messaging Service is offered in the cell phone circles of the country at a nominal cost. A message sent through SMS is cheaper than even a telegram. The disadvantage is that there is no written record, and it sounds very informal.

For example, your message 'How are you?' Could be sent as "How R U"; good for you - as "GD 4 U", where the vowels are dispensed with. The receiver too has to be conversant with any abbreviations you may use, in order to understand your message.

REPRESENTATIONS

Representations are made in order to voice a grievance and to secure a relief. When addressed to a public body, they may focus attention on a problem being faced by the signatories collectively.

Representations need to be prepared carefully. They should not only be based on incontrovertible facts but also mention the relief expected. If we anticipate objections and provide answers to them in the first instance, the chances of securing the desired relief increase. Representations are drafted in a formal tone using the format of a business letter.

Example 1

The Commissioner
Municipal Corporation of Delhi
Town Hall
Delhi-110 006
May 11, 2012
Sir,

LACK OF AMENITIES IN TRANSPORT NAGAR

We, the following, were relocated from Roshanara Road to Sanjay Gandhi Transport Nagar on Old Rohtak Road in 2008 in order to decongest the area. We cooperated with the local administration when it was promised that the new site will be fully developed and functional before we move to the area. A Petrol Pump on the premises and civic amenities within a year of relocation were promises made by the Deputy Commissioner himself.

We regret to inform that the promises have not been fulfilled though several representations have been made.

The roads are full of potholes and it is common to see the grounded trucks being pulled out with the help of cranes. There is no lighting on the streets though much of the activity takes place after dark. The absence of public conveniences has turned the area into a virtual toilet. The nearest petrol pump is more than a kilometer away. Therefore, some of the allottees have begun to operate from their old offices-cum-godown in Roshanara Road.

It is requested that immediate directions may be given to the Assistant Commissioner (North-West), MCD to metal the roads before the onset of the monsoon and to construct public conveniences. The plot reserved for the Petrol Pump be allotted immediately to provide relief to truckers.

We hope immediate steps will be initiated to provide relief to the occupants of Transport Nagar.

Yours faithfully,

Jasjit Singh

President

Sanjay Gandhi Transport Nagar Association

Example 2

Representative bodies of trade and commerce routinely receive representations from its members. These are discussed and often forwarded to appropriate authorities.

The President

Federation of Indian Chambers of Commerce and Industry

New Delhi-110 001.

March 14, 2012

Sir

DUMPING OF CHINESE ELECTRICAL GOODS

The wholesale market for electrical goods at Bhagirath Place is witnessing unprecedented dumping of electrical goods sourced from China. Most goods are smuggled through the porous border with Nepal. A few consignments, which are legally imported, are heavily under-invoiced.

Due to this, the sale of leading Indian brands has crashed during the last six months. The aggregate daily sale has come down from a crore of rupees to rupees fifty lakhs as most transactions are in cash and go unrecorded.

We feel that immediate action is required to protect local industry. We request you to take up the matter with the Government of India so that normalcy may be restored in the trading of electrical goods.

ADMINISTRATION

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Yours faithfully
President
Bhagirath Place Electrical Dealers' Association

Example 3

When relief sought can only be provided through legislative action or policy change, the affected businesses have to make a representation to the concerned ministry:

To
The Minister of Information Technology
Government of India
New Delhi-110 001
May 9, 2012

Sir,

SECURITY CONCERNS IN E-COMMERCE

The recent hacking of some of our prominent web sites by elements inimical to our country has once again focused attention on security concerns. The concern is justified since the general public has shown a lukewarm response to E-commerce. The trading of securities on the Internet constitutes a negligible percentage of the total volumes. The dematerialisation drive has also suffered with many investors exercising a preference for scripts in physical form. There are even reports about an increasing interest in Rematerialisation following genuine fears about security of transactions. According to independent studies, E-commerce has not taken off as expected causing an overall slowdown.

It is suggested that immediate steps should be taken by the Ministry of IT to remove some of these concerns.

Development of Intrusion Detection Systems and Penetration Testing should be a priority. The use of firewalls and cryptography by Internet Service Providers (ISP) and Banking/Trading institutions should be made mandatory. The mechanism to grant approval to digitised signatures should be expedited to restore confidence in E-commerce. It is hoped the ministry will find it possible to act on the suggestions made in this representation.

Yours faithfully,

General Secretary
All-India Stock-Brokers' Association

A few examples of Representations are given herein:

Example 1: Representation against government's order to shift the Factory

RUBI CHEMICALS CO.

17, Kali Industrial Area, Kanpur - 208 019.

Tel: 241123

No. 82/2012/PC

Director of Industries,
Uttar Pradesh State Secretariat Complex,
Khan Road,
Lucknow 226 001

Dated: 1.1.2012

ADMINISTRATION

Dear Sir,

Sub.: Shifting of our factory

Ref.: Your letter No. GIR:HP/38/2011 dated 30th November, 2011

We invite your kind attention to your letter referred to above directing us to shift our factory from Kanpur Municipal Corporation Area within a period of six months.

In this regard we beg to make the following submissions for your sympathetic consideration:

NOTES

1. Our factory is a SSI unit and it is yet to make a profit. The shifting of the unit outside Kanpur would make it further unviable because of an increase in the cost of production. It will increase the cost of transportation of raw-material and finished products. Most of the clients of our products are situated in Kanpur city proper; similarly the raw-material suppliers are also from the city.

2. We have been forewarned by banks and other creditors that they would not extend any credit facility once our unit goes out of the city.

3. The trade union representing majority of workers has issued statements/threats against any possible relocation of the factory. They are dead against the shifting.

In view of the above, we request your kind self to reconsider your decision and allow us to continue our unit at its present site.

Thanking you and expecting a favourable response.

Yours sincerely,

Sd/-

Chief Executive

Example 2: Representation to Municipal Corporation Authorities

Dear Sir,

The Registered Office of our company is situated at Siddharth Towers (ground floor and 1st floor) Rajindra Place, New Delhi 110 008. Of late, the garbage and wastes which get dumped in the open ground behind the towers has given rise to hygiene problems. More particularly, the nuisance is felt all the more at the ground and first floors. The vultures preying on the decay and pigs grunting around make an unseemly sight.

Would you please take immediate steps for clearance of the garbage and prevent recurrence of such nuisance in future.

Yours faithfully,

Example 3: Representation from a company to the Trade Association

Dear Sir,

You may be aware of the problem faced by the non-SSI sector industries in the matter of marketing their goods and services, due to the protective Government policies, like concessional finance, price preference, higher investment subsidy and tax holiday etc. No doubt, small scale industrial units need to be protected from the severity of competition from large scale industrial units. Protection is also necessary to broad base the

entrepreneurial talent available in the country. But the units which graduate into medium scale units are denied these concessions, the moment they exceed the specified investment limit in plant and machinery. With the result they are left open to face the challenge of competition from large units suddenly. The number of such units which have gone sick due to this reason is on the increase. The very protective policy under cover of which they germinated loses all purpose when they turn sick due to expansion and growth. On the other hand, to be within the periphery of the specified investment limit would stifle (conceal or hide) innovation and growth, besides facilitating the undesirable practice of setting up dummy units horizontally.

The Trade Association, therefore, can make a suitable representation to the Ministry of Industry to continue the concessions for 3 years at least to such units after they become medium scale units. Suitable representation can also be made to the State Governments soliciting a similar treatment in respect of concessions offered by them. This would give a breathing time for such units to adjust themselves after the initial concession period is over.

Yours faithfully,

PUBLIC NOTICES

When an organisation needs to share important information with members of general public, such as a change of name or a representative, it drafts a Public Notice. Individuals often display such notices when called upon to do so by a court of law.

Such notices are usually inserted in newspapers in the form of advertisements, though displaying them at prominent places is also common. The emphasis is on making relevant information available. Niceties are dispensed with and the tone is businesslike and formal.

Example 1

PUBLIC NOTICE

Employees' Provident Fund Organisation and Department of Post have joined hands to provide for payment of pension through 26,000 post offices spread across the country. It will not be mandatory to deposit the introductory cash amount to open the pension account. Employees covered under Employees Pension Scheme, 1995 and desiring to draw pension through post office may submit an application for change of option to Central Pay and Accounts Office after May 1, 2012.

Payment of pension through nationalised banks will continue to be made as in the past.

Sd/-

Director

EPFO

Example 2

PUBLIC NOTICE

The Chairman, Delhi Vidyut Board in exercise of powers under clause 4(13) of DECO, 1959, is constrained to impose a total ban on the use of electricity for air-conditioning, neon signs, decoration lights, advertising and window-

displays between 6 p.m. and 11 p.m. until 30.9.2012 unless withdrawn earlier.

Violation may lead to fine and/or disconnection of power without any further notice.

This order shall not apply to essential services and foreign missions.

for Chairman, DVB

Sd/-

Example 3

PUBLIC NOTICE

British Petroleum wishes to announce that Mr. H.K.Sethi, resident of 2248/2, Katra Neel, Chandni Chowk, Delhi is no longer in their employment.

Anyone dealing with him shall do so at his own risk and British Petroleum shall not be liable in this regard.

Sd/-

Area Manager (N)

British Petroleum

Example 4: Advertisement giving notice for issue of New Debenture Certificates

NARMADA PETROLEUM LIMITED

Regd. Office: 1, Beach Road, Bharuch-Gujarat

PUBLIC NOTICE

Notice is hereby given that the Company has, in consultation with the Stock Exchanges, fixed closure of register of debentureholders (Convertible Debentures) and transfer books thereof from 6th July 2012 to 10th July, 2012 (both days inclusive) for issuing New Debenture certificate(s) on cancellation of the existing Debenture certificate(s).

In view of this all genuine convertible Debenture holders are hereby requested to lodge their Debenture Certificates, alongwith relevant applications for transfer in their favour on or before 5th July, 2012 with the Registrars of the Company viz. Maya Consultants Ltd. at 11th Floor, Surya Mahal, 121, MG Road, Ahmedabad-380 006 or at any of the Investor Relation Centres of the Company for issuing new debenture certificate(s).

Sd/-

Date: 5th June, 2012 Company Secretary

INVITATIONS

Invitations are normally sent only when the occasion is very formal. The body of the invitation can be printed, however the salutation should be hand written in order to make it personal.

In business situations, invitation could be sent out for various purposes and it may include:

- Launch of a new product/service.
- For holding a function for felicitating someone who has received an award.
- For opening a new showroom, office premises, etc.

ADMINISTRATION

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- For inauguration/participation in a seminar, conference or function organised by the company/organisation.
- To publicise a special event.

Contents of Invitation

An invitation must contain the following information:

- The name of the company/who the invitation is from
- The event
- The venue of the event
- The day, date and time of the event
- A roadmap to the venue if the same is difficult to find, in a new area, etc.
- Details about transport either provided by the company or local transport, plying in that area, if the place is new or not easily reachable.
- The address and phone number for a reply.
- At times when very important guests are going to grace the occasion, for example the Prime Minister and Union Ministers, it is also to be stated by what time the invitees will have to be at their seats and also that they should carry their invitations to be allowed entry into the venue for security reasons.

Good to know!!!

Wherever possible it is a better practice to hand over the invitation personally to the invitee. If you cannot do it in person, then it would be advisable to send someone senior in your organisation who knows the invitee to do the same, and you can follow it up by talking to the invitee on the telephone personally extending your invitation.

Replying to Invitations

It is but basic courtesy to send a reply to the person inviting you for an occasion. Your reply could be either to confirm that you will be attending the event or to convey your inability to attend the same. Though some people do use the telephone to convey the same, it is better to send the same in writing as the invitation is formal.

Example 1: Invitation for Golden Jubilee Celebrations

The Directors
of

Alpha Beta Limited
request the pleasure of the
Company of

Mr. and Mrs. Robin Shah [fill in name of invitee by hand]
at their Golden Jubilee Celebrations
to be held at

The Ballroom
Le Meridian Hotel
26, Connaught Circus, New Delhi
on Friday the 5th August, 2012

Cocktails at 18.30

Dinner at 20.00

The Directors
Alpha Beta Limited

26, Hauz Khas
New Delhi - 110 016
Ph: 6163200, 6174595
RSVP by 25th July, 2012

ADMINISTRATION

Good to know!!!

RSVP is the abbreviation of the French words “respondey s’il vous plait” meaning “please reply”. This is usually added to invitations where the person sending out the invitation wants to ascertain the approximate number of guests who will be attending the event so that adequate arrangements for parking, refreshments, etc. can be made.

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Example 2: Reply to the above invitation

Mr. and Mrs. Robin Shah
thank the Directors
of

Alpha Beta Limited

for their kind invitation to their
Golden Jubilee Celebrations
on Friday, August 5, 2012
and confirm that they will be attending the same.
10, Shah Jahan Road
New Delhi - 110 002 July 21, 2012

Unit 13 Administration 385

Example 3: Reply to above invitation conveying regret

Mr. and Mrs. Robin Shah
thank the Directors
of

Alpha Beta Limited

for their kind invitation to their
Golden Jubilee Celebrations
on Wednesday, February 15, 2012
but are unable to attend the same as they will be out of town to attend a family function. They convey their congratulations to you on your achievement and convey their best wishes for the future.
10, Shah Jahan Road
New Delhi - 110 002 February 1, 2012

Invitations to public events can also be done through advertisement as it makes them reach a large number of people in a short time. The tone is usually formal since we have no idea who the invitee is.

Example 4: Advertisement

SEMINAR ON CAREERS

Career-Quest is organising an interactive seminar on career planning. It will be held on Friday, April 20, 2012
at the Habitat Center, Lodi Road from 10.30 a.m. onwards.
Those desiring to attend may collect their invitation cards, on first come first served basis, from the reception.

Entry will be allowed only till 10.15 a.m.

Director, Career-Quest

Individual Invitation

One may procure a mailing list and write a mailer to members one wishes to invite. For example, ICSI may make a mailing list available to someone wishing to invite Company Secretaries accredited to it. The tone of such invitations is informal. Like external circulars, they carry a salutation in singular, i.e., Dear member, friend, colleague, etc. It is believed that such attention to an individual makes him receive the mailer better.

Example 5: Individual Letter

Dear Member,

SYMPOSIUM ON THE REGULATORY ROLE OF SEBI

The recent volatility in the Stock Markets has put the focus back on the regulatory role of SEBI. In order to help appraise its performance better, the New Delhi Investors' Association is organising a symposium on "The Regulatory Role of SEBI" on Monday, 12th April, 2012 at DSIDC Business Center, K.S.Marg, New Delhi.

Representatives from SEBI, DSE and FICCI have agreed to take part. We are pleased to invite you to the symposium and hope you will come and contribute to it. A message of confirmation will help us serve you better.

Yours sincerely,

Sd/-

Organising Secretary

Word processors enable us to print even the names and addresses of members with the help of mail-merge facility. The contents of the invitation remain the same. Such invitations may be signed either by hand or in facsimile.

Example 6: Individual Letter

Dear Mr. Mathur

You will be pleased to know that the Confederation of Indian Industry is organising a one-day seminar on "Excise Duty on Readymade Garment Industry" on Friday, 16th April, 2012 at Indian International Center, New Delhi.

The Chief Commissioner of Excise and Customs has kindly consented to be the chief speaker.

The purpose of the seminar is to enable our members to interact with the Excise authorities following the government's decision to bring the readymade garment industry within the purview of excise. We are sure you will be interested in attending the seminar. Please call Ms. Jessica Bose on 6467122 Ext. 205

for registration.

Yours sincerely,

M.V. Kamath

Secretary

Review Questions

Q1- What is telegrams?

Q2- Discuss the features of an E-mail?

Q3- What do Representations?

Q5- What are the differences between notice and public notice?

Further Readings

By Dr. V K Jain

By Rathore P.S.

By V.K. Jain and Omprakash Biyani

By Courtland L. Bovee and John V. Thill

By Ruchi Gupta

ADMINISTRATION

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UNIT-07 INTER- DEPARTMENTAL COMMUNICATION

NOTES

- ❖ Introduction to Inter –Departmental Communication
- ❖ Memorandum
- ❖ Memo Forms
- ❖ Memo Reports
- ❖ Office Circulars
- ❖ Specimen Office Circulars
- ❖ Office Orders
- ❖ Specimen Office Orders
- ❖ Review Questions
- ❖ Office Notes
- ❖ Representations to Management
- ❖ Correspondence with Regional/Branch Offices
- ❖ REVIEW QUESTIONS

INTRODUCTION- INTER- DEPARTMENTAL COMMUNICATION

Inter and intra-departmental communication has largely been a formal affair. The chief executives assumed that they were expected to be direct, brief and functional, wasting little time on niceties. Employees were usually taken for granted - bound by archaic service rules to listen and to comply unquestioningly. No wonder the documents produced were staid and standardised.

Over the years, there has been greater appreciation of the important role the staff plays in an organisation. Their stake in the organisation has also gone up with schemes like Employee Stock Option Plans becoming popular as one of the means of compensation. They now take a greater interest in the framing of policies, get more respect and enjoy confidence. To that extent, intra-company communication is becoming more informal. Being an internal communication, stationery showing just the logo and name of enterprise is preferred over the formal letter-head.

MEMORANDUM

The term Memorandum (Memos) has often been misunderstood as a part of disciplinary proceedings. Far from it, the word at best means a note or record for future use. It is a useful mode of informal communication. A memorandum (memorandums or memoranda in plural) plays a convenient and flexible role. While much of inter and intra-office communication is being done over the phone, memorandums are preferred when one needs to convey information in writing.

There are minor variations in format but most memos have the same headings. The difference with the letter format is obvious. Inside name and address are done away with. Nor are salutation and complimentary close used. Informal tone and use of personal pronouns is allowed. Numbering is optional. Titles such as Interoffice Communication, Office Memorandum or Interoffice Correspondence may be used in place of more commonly used

word Memorandum. When addressed to all employees, a memorandum is as good as an Office Circular:

INTER DEPARTMENTAL
COMMUNICATION

SUPER SOLUTIONS LTD.

Interoffice Memo

TO : All Employees

FROM : General Manager

DATE : 15/3/2012

SUBJECT : TDS

NOTES

REPLY/CIRCULATE URGENT FILE

It has been reported to me that many employees do not furnish details of savings to avail concessions under Section 80 cc of Income Tax Act in time. It may be noted that employees must report details of savings to be made by them by 15th of April and submit evidence in support by 20th March every year. The Accounts department will not be able to allow deductions on savings brought to its notice later.

JKB

Memo Forms

Companies often use printed Memo-forms as they are convenient to use. The provision of headings rules out exclusion of relevant information. They are not signed but may be initiated for authenticity.

IT offers help in the form of Memo templates or macros. Wizards in Word Processors give step by step guidance to help fill relevant information in them and format it later.

Memorandum

To : R.L. Gupta, QCM

From : R. Bhagat, MD

Date : January 3, 2012

Subject: Rejection of Level Assembly

The rejection rate of Lever Assembly has increased alarmingly and the client has conveyed a warning. Please ensure stringent quality control checks down the line immediately. If necessary, submit fresh samples for inspection.

Ensure compliance and keep me updated through weekly reports.

R.B.

Memo Report

Short reports are often prepared in the form of a memorandum. Periodic reports of sales personnel are a case in point. Many companies in fact use special stationery for the purpose. A report in the memorandum form should carry a heading to this effect. The subject line of the following memorandum does the same job:

JAYCEE PVT. LTD.

Memorandum

To: MD No: LA/2

From: QCM Date: 5 Feb. 2012

Sub: Report on Supply of Lever Assembly

As directed, I am submitting below the details about supply of Lever Assembly during week ending 3rd Feb.:

Number dispatched : 2,100

Number accepted : 1,900

Rejection if any : 200

Reason for rejection : Shrinkage

Additional comments:

The defect was caused by coil burnout resulting in under-heating of raw material prior to moulding. I am tightening in-house quality checks to bring down the rejection rate and finally eliminate it.

QCM

Memos are also issued in the cases of disciplinary actions to be taken against employees and replies thereto.

These include memos relating to show-cause notice, charge-sheet, etc.

A Few Specimens of Memos are given below:

Specimen 1

BEEM ELECTRONICS LIMITED

BANGALORE

Ref: 81/C/2012 11th January 2012

Office Memorandum

With reference to his request for grant of Special Casual Leave, Shri P. Sachdeva is informed that Special Casual Leave has been granted to him for four days from 23rd January to 26th January 2012 to enable him to participate in the District Level Athletic Meet.

Sd/-

Ramesh Kumar

Administration Manager

To

Shri P. Sachdeva

Secretarial Department

Through: Company Secretary

Specimen 2

SUMAN ENGINEERING LIMITED

PUNE

Ref: 81/1/2012 13th February 2012

Memorandum

Shri Mukesh is hereby informed that the office has no objection to his pursuing part time M.A. Degree Course in the evenings after office hours. However, grant of leave for study/examination is subject to exigencies of office work.

Sd/-

Surendar Ghosh

Manager (Personnel)

To

Shri Mukesh

Assistant, Sales Department
Through: Manager - Sales

INTER DEPARTMENTAL
COMMUNICATION

Specimen 3
SEETHA ELECTRICALS LIMITED
KANPUR

21st February, 2012

MEMO/17

NOTES

With reference to his letter dated 4th February, 2012 requesting for change of seat on health grounds, Shri Badal Singh is informed that the matter is under consideration and the decision will be communicated to him soon.

Sd/-

Bipin Kumar

Manager (Administration)

To

Shri Badal Singh

Stores Department

Through: Stores Manager

Office Circulars

Office circulars are for disseminating information to a large number of employees within the organisation. Since it is an internal communication, therefore, it has traditionally been brief, business-like, formal and devoid of salutation.

A specimen office circular is reproduced below:

Circular No. 3/44

It is brought to the notice of all employees that the canteen facilities are being extended to S-31 building located in Sector 44 with immediate effect. The existing practice of providing packed lunch courtesy Air Kitchen is being discontinued. Suggestions about fare and quality may be made to the undersigned or dropped in the box provided on the premises.

Sd/-

Hospitality Manager

New Developments

Most companies in the post-liberalisation period are changing track and understand the value of their human resources. The popularity of Employee Stock Option Plan (ESOP), in which part of the compensation is paid to employees in the form of stock, has accelerated the process. They are treated with the same attention and courtesy that used to be reserved for the clients. As a result, their in-house circulars are longer, “you-centered” but uncompromising where quality is involved.

A specimen is reproduced below:

Dear Employee,

You must be aware of the changes being brought about in the dot.com industry. Many of them were formed under heightened expectations and have since been wound up due to poor customer response. Surveys indicate

that at least 40% of such ventures did not prove viable during the last two years and had to close down.

It is satisfying that your enterprise not only managed to survive the downturn but has also increased its customer base. However, this is not the time to relax. The dot.com industry is certainly under pressure and we need to put in our best in order to stay in business.

Therefore, we have decided to raise the minimum performance levels and we solicit your cooperation in reaching them. The achievers will get higher perks to be notified shortly, while defaulters will have to go for re-training.

Let us be partners in progress.

Yours sincerely,

Manager-HR

A few specimens of office circulars are given below:

Specimen 1

Inviting Suggestions

SUMAN ELECTRICALS LIMITED

PUNE - 411 004

3rd February, 2012

Circular No. 345/2012

The manual of instruction which was last revised in June 2005 is proposed to be updated. Constructive suggestions are welcome from employees. Suggestions are to be sent to the undersigned latest by 3rd March, 2012.

Sd/-

Manager O&M Cell

Specimen 2

Insisting Punctuality

MINI CONDUCTORS LIMITED

PATNA - 800 003

February 25, 2012

Circular No. 12/2012

Employees are requested to strictly adhere to the office timings. Tendencies to move around unnecessarily in corridors and canteens would be viewed seriously.

Co-operation of all the employees is solicited in maintaining decorum and discipline in the office premises.

Sd/-

Bhagat Singh

Manager, Personnel

Specimen 3

Information regarding annual day celebrations

SEEMA ELECTRICALS LIMITED

PINJORE - 147 001

January 3, 2012

Circular No. 23/2012

The Annual Day Function of the company is to be celebrated on the 28th February, 2012 with usual gaiety and fervour. There will be special meeting at 9.00 a.m. Shri Nanalal Bhat, Managing Director would address all the employees. It is proposed to honour employees who have put in more than 15 years of service in the Company.

At 3 p.m. there would be sports events for men and women. Tea, lunch and light refreshments will be served in the course of the day's celebrations. At 6.30 p.m. there would be a prize distribution function. From 7 p.m. to 9 p.m. there would be a light music programme by the famous Europhia, and a dance party followed by dinner.

All employees are requested to attend the celebrations with their family members and make it a great success.

Suggestions are welcome.

Sd/-

Suresh Kumar

Assistant Manager, Personnel

Specimen 4

Announcing a new bonus scheme for employees

XCE LTD.

HYDERABAD - 500 012

1st January, 2012

Circular No. 2/2011/HRD

The undersigned is pleased to inform you that Board of Directors of the Company has decided to introduce a Productivity Linked Bonus Scheme for Employees of the Company with effect from 1st April, 2012. The much awaited scheme is really intended to give more financial benefits to the employees as well as to increase the output. Further details of the scheme will be announced soon.

Sd/-

Personnel Manager

To: All Employees

Specimen 5

Warning against strike

TIGER SPORT MANAGEMENT LTD.

AMRITSAR - 141 003

1st January, 2012

Circular No. 78/2011

It has been reported that a section of employees working in Packing Department of the company are proposing to go on a day's token strike on 31st January, 2012. It is hereby made known to all concerned employees that the proposed token strike is illegal and unlawful and those employees who participate in such a strike shall be subjected to disciplinary action as per the company's service rules and other applicable laws.

Sd/-

Ram Lakhan

INTER DEPARTMENTAL
COMMUNICATION

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General Manager (Factory)
To: All Employees of Packing Department.

Specimen 6
XYG NEWS RELEASES PVT. LTD.
KOLKATA - 700 001

10th January, 2012

Circular No. G-12

Of late, it has been noticed that some of the employees are in the habit of taking out newspapers and magazines from the Staff Lounge. This causes a lot of inconvenience to the other staff members using the Lounge. All the employees are advised not to take out newspapers and magazines from the Staff Lounge. A strict view would be taken in case of non-observance of this advice. All are requested to co-operate in this regard.

Sd/-

Ayur Vaidya
Admn. Manager
To: All Staff Members.

Specimen 7
Secondment for staff
MANGAL ENGINEERING LIMITED
NEW DELHI - 110 001

11th January, 2012

Circular No. 234/90/2012

It is proposed to set up a cell to advise rationalisation of existing procedures and systems in the Company.

Employees who have put in a service of 10 years or more are welcome to assist the cell in this task. They would be required to work with the members of the proposed cell for a period of at least one month. Willing employees may send in their consent to the undersigned, quoting the reference of this circular latest by 23rd January, 2012.

Sd/-

S.S. Dowal
Planning Manager
To: All Employees

Specimen 8
Cleanliness at workplace
SANGEETA ELECTRONICS LIMITED
MUMBAI - 400 003

5th February, 2012

Circular No. 23/2012

It is observed that waste papers, empty ink bottles, cigarette butts, left overs of lunch, etc. are not properly disposed of by some of the employees. In the interest of maintaining a clean working environment, it is impressed upon all employees that they should ensure proper disposal of all wastes and refuse matter.

Sd/-

V.K. Singh
Manager (Personnel)

INTER DEPARTMENTAL
COMMUNICATION

Specimen 9

MANGAL POTTERIES LIMITED

VIJAYAWADA - 520 003

23rd April, 2012

Circular No. 78/2012

NOTES

It is proposed to fill-in certain vacancies for the post of Assistant Accountant from among the employees who fulfil the following requirements:

- (1) The employees should have put in a minimum period of service of 3 years in the company.
- (2) Only Commerce graduates are eligible to apply.
- (3) All things remaining equal, preference would be given to candidates having CA/ICWA qualification.

Minimum number of years of service in such cases would also be suitably relaxed.

Employees fulfilling the above criteria should forward their applications through their concerned departmental head latest by 30th March, 2012.

Sd/-

Gurpreet Singh
Manager (Manpower Development)

Specimen 10

Sale of old furniture and fittings

ARISTO PLAST LTD., BANGALORE

4th February, 2012

Circular No. 2/90

It is proposed to dispose of the old furniture and fittings to the employees of the company who submit their tenders latest by 2.00 p.m. on 7th February, 2012. The items intended to be sold are:

- (1) Armless steel chairs — 24 Nos.
- (2) Wooden chair (armless) — 6 Nos.
- (3) Cushioned steel chairs (with arms) — 8 Nos.
- (4) Steel tables — 8 Nos.
- (5) Wooden tables — 12 Nos.
- (6) Tube light fittings (steel) — 22 Nos.
- (7) Curtain Cloth — 23 Nos.
- (8) Room Coolers — 6 Nos.
- (9) Desert Coolers — 12 Nos.
- (10) Calculators — 3 Nos.
- (11) Type-writers (Halda) — 3 Nos.
(Remington) — 2 Nos.
- (12) Water Coolers — 2 Nos.

The company reserves the right to accept the offer at its own discretion. The price of the items shall be required to be tendered in cash within one hour of the acceptance of the offer.

Items can be inspected at any time on the 5th and 6th June, 2012.

Sd/-

Sukan Lal

Manager (Premises)

To: All Employees

Specimen 11

Circular calling attention to unauthorised act

PUNDIT CREATIONS LTD., KOLKATA

12th February, 2012

Circular No. 3/2012

It has come to the notice of the management that some of the employees are engaged in Trade Union work during office hours. Under the terms of the bipartite settlement as well as the terms and conditions of approvals and recognition granted to the Employees' Union, only the office bearers of the Union, duly elected, have been permitted to spend time on matters concerning the Union between 4 p.m. and 5 p.m. on any working day.

It is, therefore, impressed upon all the employees that the understanding between the Management and the Union be honoured faithfully. The attention of the office bearers of the Union is particularly invited so as to ensure that Union activity is carried on in terms of the understanding. The Management will be constrained to take a serious view of non-compliance with the conditions regarding Union activities.

Sd/-

S.D. Singal

Labour Welfare Officer

Specimen 12

Closure of office

MANGALDOSS GARMENTS LTD., PUNE

13th February, 2012

Circular No. 200/2012

As a mark of respect to the deceased employee, Shri Deendayal, Senior Technician, the office would remain closed on 14th February, 2012.

Sd/-

Mukesh Mandal

Administrative Officer

Specimen 13

Invitation to employees to donate blood

FINLAND FANS LTD.

VELHA, GOA

12th February, 2012

Circular No. 23/2012

A team of doctors of Dempo Hospital is due to visit the Company with a view to collect donations of blood on 15th February, 2012. Employees are requested to willingly donate blood. The donation is purely voluntary. Mr. Elan Alphanso, Managing Director of the Company has come forward to inaugurate the blood donation camp by being the first donor.

Employees may also bring their family members to the office for this noble cause.

Arrangements have been made to provide refreshments.

Sd/-

D. Arun Lal

Manager (Personnel)

Office Orders

Office Orders have a format similar to that of memorandums. What makes them different is the purpose and tone employed. They generally deal with matters affecting rights and privileges of employees. The language used is formal and legally common. Passive verbs are preferred. They carry a number since they remain in force till revoked and are filed for future reference. In addition, they carry a bold, underlined heading to help us identify them. Copies are sent to concerned people:

A specimen office order is given below:

Order No. 34/4 7th February, 2012

OFFICE ORDER

Mr. J.K. Saxena, Manager (Credits), Friends Colony branch is transferred to the Regional Office on the same rank and pay. He shall hand over charge to the Chief Manager and report at the Regional Office by 10th February, 2012.

Sd/-

Personnel Officer

cc:

Chief Manager, Friends Colony branch,

Mr. J.K. Saxena, Manager (Credits)

Specimen 1

Administrative Changes

J.K. ENTERPRISES LTD.

Office Order

No. 22/4 20.12.2012

The existing practice of internal promotions from Grade I to III on the basis of seniority will be replaced with a Merit-cum-seniority scheme with effect from 1st January, 2012. Promotions from Grade III to IV will continue to be based on performance reviews only.

Sd/-

General Manager

Specimen 2

Rectifying Errors

Office Order

No. Ac./3/2012 12.2.2012

400 FP-BMEC

The date of increment of Mr. V.K. Khanna, Chief Cashier was wrongly fixed as 20th January after he had availed six weeks leave without pay in December 2011. His date of annual increment has now been revised to 6th January.

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Correction should be made in his personal file and arrears of salary paid to him before the end of the financial year.

Sd/-

Administrative Officer

cc to:

Accounts Officer

Mr. V.K. Khanna, Chief Cashier

Specimen 3

Additional Charge

Temporary charge of another department also calls for issuance of an Office Order:

Office Order

No. RO/42 12.2.2012

Mr. Rajiv Seth, Manager (Personal Banking), shall hold additional charge of Rural Banking till further notice.

He shall be paid an extra allowance of Rs. 5,000/- p.m. for performing these additional duties.

Sd/-

General Manager

cc to:

Personnel Dept.

Accounts Department

Mr. Rajiv Seth, Manager (Personal Banking)

Specimen 4

Order posting a new recruit to a department

AMERICAN STEEL COMPANY LTD.

CHENNAI - 600 012

Ref.: 23/Per/2012 25th January, 2012

Office Order

Shri Rajan Pillai has been posted to the Accounts Department as 'Assistant Accountant' w.e.f. today.

Sd/-

Mukesh Jain

cc: Accounts Officer

Specimen 5

Transfer order

BRITISH INDIA COMPANY LTD.

KANPUR - 208 002

Ref.: 23/2012/Per 12th January, 2012

Office Order

Shri Kushal Jain is transferred to the Stores Department. He shall report to the Stores Officer latest by 14th January, 2012 after handing over charge of his duties to the Accounts Officer.

Sd/-

Mangal Singh

(Senior Admn. Officer)

To: Accounts Officer
cc: Stores Officer

INTER DEPARTMENTAL
COMMUNICATION

Specimen 6

Promotion order

**MANGALAM PAINTS & CHEMICALS LTD.
COIMBATORE - 641 018**

Ref.: Per/45/2012 31st January, 2012

NOTES

Office Order

Shri Ashok Shinde, Senior Accountant is promoted with immediate effect as 'Assistant Accounts Officer'. He will draw a basic pay of Rs. 5,500 in the scale 5500-40-5700-50-6000.

He will be on probation for a period of one year.

Sd/-

Mangal Dass

Manager, Personnel

To: Shri Ashok Shinde,
Accounts Department.

Through: Accounts Manager

Specimen 7

Order Instituting enquiry

**PERIWAL PLASTICS LIMITED
NEW DELHI - 110 002**

Ref: Per/23/2012 30th January, 2012

Office Order

Shri Arun Lal, Senior Officer, is appointed enquiry officer to conduct proceedings against allegations of misappropriation of cash of Rs. 12,000 by Shri Shiv Gupta, Accounts Assistant. He is authorised to call those employees of the company as witnesses as he may feel proper for a fair conduct of the enquiry proceedings.

Shri Arun Lal is hereby directed to complete the enquiry as expeditiously as possible and submit his report to the undersigned latest by 28th February, 2012.

Sd/-

Sunil Upadhyaya

Manager, Administration

cc: Notice Board

Specimen 8

Order Granting special increments

**OSWAL PLASTICS LIMITED
JAIPUR - 302 001**

Ref.: Pwe/12/2012 23rd January, 2012

Office Order

In consideration of the meritorious performance of Shri Mohanlal Gupta, the Management is pleased to grant him special increment of Rs. 3,500 effective from 1st February, 2012.

Sd/-

Mangal Das

Specimen 9

DHANLAKSHMI COTTON MILLS LIMITED

NAGPUR - 440 004

Ref.: DM/12/2012 23rd February, 2012

Office Order 93/6/2012

The following changes are effected with immediate effect.

Accounts Officer : Will also be in charge of Stores.

Public Relations Officer : Will also be in charge of Company's journal, its printing, publication and circulation.

Sales Manager : Will look after the sales in Chennai, Bangalore, Hyderabad, Kochi, Visakhapatnam and Pune.

Sr. Sales Officer : Will coordinate the work of the sales representatives and the sales officers.

Will also be responsible for completion of all sales tax assessments.

Sd/-

Mani Ram

Director, Personnel

cc: To Officials concerned.

Specimen 10

Order reinstating a suspended employee

MANIRAM BAKERIES LIMITED

MUMBAI - 400 004

Ref.: 23/93/PF 3rd January, 2012

Office Order

Pursuant to the findings contained in the report of the Enquiry Officer, Shri Devan Verma, Shri Gurudev Chand, Junior Assistant, Accounts Department, is reinstated in the services of the company. The order number 19/93/ PF dated 12th December, 2011 suspending him from services, is revoked with immediate effect.

Sd/-

Maniram Bagri

Manager (Administration)

Specimen 11

SIVAM LININGS LIMITED

MADURAI - 652 001

4th February, 2012

Office Order 34/2012

In view of the sudden slack in demand for the company's products, all the departments are advised to effect a cut of 10% in every item of expenditure sanctioned in the current budget. Utmost economy shall be exercised in incurring expenditure of capital/revenue nature.

Travel on official duty in the city shall be undertaken by three-wheeler to the extent possible.

Sd/-

Kanjan Lal
Planning & Control Manager
To: All Employees.

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Specimen 12
BHARAT TELEPHONE NIGAM LTD.
CHANDIGARH - 121 008
Office Order No. S/2012

NOTES

It has been decided that all the offices of the Nigam shall be made a Non-Smoking Area with effect from February 01, 2012 in view of the ban imposed by the Government on smoking in public places. However, smoking within the canteen premises would not be prohibited. The decision has been taken to protect the general health of the employees and also of the visitors to the Company's offices. All employees are requested to cooperate and adhere to the decision strictly.

Sd/-
(General Manager)
Date : 31st January, 2012
To : All Employees

Specimen 13
CAB ORGANICS LTD.
SATNA - 490 007
1st February, 2012

Office Order No. Xpp/2012/50

It has been noticed that some of the employees of the Company are regularly reporting to the office very late. It is hereby informed that henceforth every late attendance for more than 10 minutes shall be treated as half day's casual leave. All employees are advised to be punctual in attending the office.

Sd/-
Vikram Aditya
General Manager
To: All Employees.

Specimen 14
MULTICAB ORGANICS LTD.
MANGALORE - 580 012
11th February, 2012

Office Order No. XO/G/2012

It has been noticed that some of the employees of the Company are regularly reporting to the office very late, especially after the lunch break. In order to monitor the attendance, it has been decided that with effect from 12.02.2012 i.e. tomorrow, all employees should mark their attendance in the Departmental Attendance Register for both pre-lunch and post-lunch sessions by signing and mentioning the reporting time. Employees are advised to be punctual in attending the office and to strictly adhere to office timings.

Sd/-
Bichare J.V.
Personnel Manager
To: All Employees.

OFFICE NOTES

Office Notes are a exchange between two different departments. Companies follow a particular format for 'notes' of this type. The actual layout of the 'Note' may differ from company to company. It is a matter of style and individual preference. A few formats are given below.

Specimen 1

LATEX BALLS LTD.

T.T. PURAM - 695 001

Ref.: LD/ST/3 Date: 18th January, 2012

From: Legal Deptt. To: Admn. Deptt.

Subject: Additional Stenographer

The Extraordinary General Meeting of the company is to be held on the 18th February, 2012 to transact some urgent business. Therefore, two very urgent Board meetings are to be held in quick succession for discussing a detailed agenda.

The preparation of the relevant papers and other documents in connection with the above is to be given top priority. Considering the workload likely to arise on account of this, an additional stenographer may please be posted to this department for a period of one month.

Sd/-
T. Viswanath
Manager (Law)

Specimen 2

SUDARSHAN CEMENT COMPANY LIMITED

Ref: AT/2/93 Date: 27th February, 2012

From: Accounts Deptt. To: Admn. Deptt.

Subject: Misconduct on the part of Mr. Sunil Kumar Goel

CONFIDENTIAL

Shri Sunil Kumar Goel, Accounts Assistant, working in this department since 1st December, 2011 is not punctual. This is despite of the repeated oral advices made to him. He tends to be very callous and does not even listen to what is being said to him. He is found to frequently indulging in gossip and thus marring the decorum of the Department. In spite of repeated advice that he should not leave the department without obtaining my prior permission, he continues to absent himself after 4 p.m., without informing his whereabouts.

This is a serious matter and in my opinion he needs to be warned in writing.

Sd/-
Mangaldas Jain
Accounts Manager

Specimen 3

SINDIA PHARMA LIMITED

Ref.: SA/1 Date: 23.02.2012

From: Sales Deptt. To: Executive Director (Finance)

Subject: Supply of goods against demand drafts only

Under the directives issued by the Executive Director (Finance), supply of goods can be effected only where the customer tenders a demand draft for the value of goods ordered. Also, where a cheque has been tendered by a customer, supplies can be made only when the cheque is realised. This procedure ensures proper accounting of all payments made by customers and is a fool proof internal check against any frauds.

In the context of the marketing thrust that our company is to undertake in the face of fierce competition, there is need to reconsider this requirement of supply of goods only against demand draft. It is reliably understood that none of our competitors insist on tender of demand drafts. From our experience, it is perceptible that the customers are too impatient to abide by this requirement, as it is 'fatiguing' in their view. It is not impossible to say that this procedural requirement affects the thrust of our selling effort. Many customers have already given vent to their uneasiness over the requirement of tendering demand draft.

It is, therefore, suggested that the policy in regard to payment by means of demand draft may be reconsidered and positive decision communicated at the earliest.

Sd/-

Ashok Shinde

Manager, Marketing

Specimen 4

CLIMAX INSTRUMENTS LIMITED

Ref: ST/1/92 Date: 24.3.2012

From: Stores Deptt. To: Admn. Deptt.

Subject: Stock taking for the year ending 31.3.2012

The stock taking for the purpose of closing the accounts for the year ending 31.3.2012 would commence on 30.3.2012. All the Departments may be advised to draw their requirements latest by 29.3.2012. Also, there would be no supplies to customers from the stores on 30th and 31st March, 2012.

Sd/-

Ashok Lalla

Stores Suptd.

Specimen 5

CLIMAX INSTRUMENTS LIMITED

Ref.: Ad/23/2012 Date: 24.3.2012

From: Admn. Deptt. To: All Deptt.

Subject: Account closing for the year ending 31.3.2012

NOTES

Operations at our stores department would be suspended on 30th and 31st March, 2012 with a view to facilitating stock taking for the year ending 31.3.2012.

No dispatch of goods would take place on these days from the warehouse. In view of this, all Regional Sales Managers are requested to be cautious while accepting orders and making any commitment regarding delivery of goods. Regional Sales Managers may also suitably advise their staff in this regard. All Departments are requested to suitably schedule their indents, the latest of which should reach the stores Department by 28.3.2012.

Sd/-

Sunder Ram Iyer
Manager (Administration)

Specimen 6

**SINGER INSTRUMENTS LIMITED
COIMBATORE**

Ref : IAD/1/2012 Date : 26.5.2012

From : Internal Audit Deptt. To : Admn. Deptt.

Subject : Report on the internal audit conducted for the year ending 31.3.2012.

For the year ending 31.3.2012, internal audit was conducted in the following departments:

(1) Accounts Department

(2) Marketing Department

Our observations are as follows:

(1) Accounts Department:

(a) There has been an excess payment of House Rent allowance to Shri Sudan Mitra, Senior Accounts Officer; Shri Shiv Raj Gupta, Assistant Sales Officer and Shri Babubhai Patel, Dy. Secretary, for the months from December 2011 to March 2012.

(b) The vouchers for payment of travelling allowance to Mr. Shiv Raj Patil, Shri Sandeep Gupta and Shri Shiv Charan Mathur, amounting to Rs. 770, Rs. 1,500 and Rs. 1,000 are not readily available.

(c) The difference in physical stocks and book stocks has not been reconciled for the months of December 2011, January 2012 and February 2012.

(d) Godown Stock register has not been initialed at the end of the month by the Godown Keeper. This is not in accordance with the office order No. 83/2011 dt 1.11.2011.

(e) Insurance claims in respect of 40 bags of PVC resins received in a damaged condition through M/s. Parel Roadways L.R. No. 89765 dated 11.1.2012 have been presented after a lapse of 15 days contrary to instructions contained in Rules 89(3) of the Office Manual.

(2) Marketing Department:

(a) The tour of Mr. Chalapathi Rao, Sales Representative, to Hyderabad and Bangalore had not been approved

prior to his departure. This is not in accord with Rule 187(3) of the Office Manual.

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(b) 'C' Forms in respect of twenty parties have not been collected even after 4 months from the date of raising the bill. The list of parties is given in the annexure.

(c) Tour reports of Mr. Gulshan Wadhwa and Shri Seetharamiah have been submitted after 20 days of return to Headquarters. This is not in accord with Rule 189 of the Office Manual.

NOTES

(d) Entertainment expenditure for the half-year ending is higher by 30% than the budgeted figure. Necessary sanction as per the office order Et/78/2009 dated 1.10.2009 from the Finance Director has not been obtained for the amount spent in excess of the budget allocation.

Sd/-

Sriram Iyer
Internal Audit Officer

Specimen 7

MATHADIN CHEMICALS LIMITED

Ref: 78/2012 Date: 4.2.2012

From: Factory Manager To: Executive Director

Subject: Import of Machinery

The existing plant and machinery have become obsolete to carry on production economically. This is evident from the low output, higher electricity charges, and frequent and heavy repair charges incurred in the last three years. Not only this, the bad state of machinery is reflected in the low quality of output as well.

Our competitors Sindu Chemicals Ltd. have recently modernised the plant and machinery and are reported to be selling at a price marginally lower than ours. Lest we lose the competitive edge that we enjoy at present, it is suggested that the plant be modernised soon. It would take three months to install and begin production of the new plant. The Swiss made machines alongwith the spares and accessories would be ideal for our purposes.

Sd/-

L. Pordiwalla
Factory Manager

REPRESENTATION TO MANAGEMENT

In the previous chapter, we had already seen certain representations made by the corporates to public bodies, civic authorities or bodies of trade and commerce.

However, at times there may also arise situations when members of the staff of a company may want to represent their cause to the management. These could include suggestions for transfers, representations against transfer, for special holiday, for promotion, etc.

Some specimen of such representations are given herein below:

Specimen 1

Representation for Canteen facilities

CSI EMPLOYEES ASSOCIATION (Regd.)
C/o 15-Software Complex, Kolkata - 700 021.

Managing Director Date: 12.2.2012

Cad Software (India) Ltd.

Bentick Street, Kolkata - 700 071

Dear Sir,

Our company has successfully completed 10 years of its existence. The software division of company has more than 50 employees excluding managerial personnel on its rolls. We would like to bring to your notice that our company's software division does not provide any canteen facilities to its employees and therefore the employees have to depend upon outside eateries which are not hygienic. Moreover, the prices charged by them are very high. On behalf of the employees, we request you to please consider sympathetically our long pending demand for establishment of in-house canteen facilities at the software division and oblige.

Thanking you,

Yours faithfully,

Sd/-

Vikram Singh

General Secretary, CSIEA

Specimen 2

Representation against transfer

Dated: 12.2.2012

From:

Pyarokhan M.V.

Jr. Accountant,

Tobacco Division, Bakhra,

Hyderabad-500 162

To

Personnel Manager,

Vilas Tobacco Ltd.

Wazirpur, New Delhi-110 025

Dear Sir,

First of all, I sincerely express my gratitude to the Management for promoting me to the post of Sr. Accountant.

I have been asked to resume duties as Sr. Accountant at Cuttack Procurement Office within a month. In this regard, I wish to state that recently my wife has developed cardiac problem and as per doctor's opinion she has to be under a specialist doctor's treatment at Apollo Heart Hospital, Hyderabad. For undergoing treatment, it is necessary for her to stay at Hyderabad. My shifting to Cuttack would upset the plans for medical treatment of my wife. Under the circumstances, I request you to let me stay in Hyderabad Divisional Office for the time being.

I hope my request would receive your sympathetic consideration.

Thanking you.

Yours faithfully,

Sd/-
Pyarokhan M.V.
Submitted through Division Manager.

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Specimen 3

Representation for promotion

Dated: 10.2.2012

From:

N.N. Ravindran
Secretarial Officer
Shares Deptt.

To:

The Managing Director,
ABC Limited,
20 M.M. Road, Mysore
Through: Mr N. Sashan, Company Secretary

NOTES

Dear Sir,

I have been working in the company for the last seven years as Secretarial Officer without any promotion to a higher post in spite of my repeated requests and recommendation from the head of the Department.

I wish to inform you that I have recently completed CS course and have been awarded membership by the Institute of Company Secretaries of India, New Delhi on 1.6.2011. A copy of the ACS membership certificate is enclosed for your kind reference.

Since I am now a fully qualified Company Secretary I request you to kindly consider my case for promotion to next higher position of “Dy. Company Secretary” at the earliest. Since the company is planning to come out with a bond issue in October, it would be an opportune moment for me to shoulder more responsibility by this promotion.

Thanking you in anticipation.

Yours faithfully,

Sd/-

N.N. Ravindran

Encl.: As above

Replies to such representations can be in any of the following ways/means:

1. The management could accept the request and go ahead in implementing the request. For example, arranging for canteen facility in the office.
2. The management may give an oral reply or say that they are considering the request.
3. The management could issue an office order giving effect to the request of the representee. For example, they could promote a person or stop his transfer.

CORRESPONDENCE WITH REGIONAL/BRANCH OFFICE

Growth is an index of prosperity in trade and industry. An organisation, therefore, feels the necessity for setting up a Branch Office/Regional Office to serve the clients in and around a particular locality/region. The Head

Office and the Branch Office/ Regional Office would have to be in correspondence with each other on various aspects. It is not necessary that these letters should be on the Letter Head. Any other format indicating that the letter is emanating from the Head/Branch/Regional Office is sufficient. Following are a few specimens of the letters that may be written by Head Office/Branch Office/Regional Office:

Specimen 1

Letter from Head Office to the Branch

The stock statement for the week ending 30th November has not been received in this office yet. Would you please expedite dispatch of the same.

Specimen 2

Letter from Branch office to Head Office

I refer to my telegram regarding the strike which employees of the Mumbai Branch have suddenly launched.

Their main demand is that Mumbai Branch should be treated on a separate footing in the matter of granting house rent allowance in view of the high rentals in Mumbai. I have already apprised the Union representatives of the Management's views on the issue. I hope to resume normalcy soon. I would keep you informed of critical developments, if any, on the matter.

Specimen 3

Letter from Head Office to the Branch

On verifying the monthly return of debtors we find the following amount outstanding beyond the due date:

– Fisherman's Cove Ltd. Rs. 12,003.50

– Steamlines Ltd. Rs. 31,773.80

– Forms Aquatics Ltd. Rs. 25,830.00

Please advise whether the amounts have been realised by now, if not, let us know the reasons for the delay in recovering these amounts.

Specimen 4

Letter from Branch to Head Office

Due to incessant rains, a part of the godown building gave way resulting in the rain water entering the godown.

Rescue work was hampered by the torrential downpour coupled with gale winds reaching a speed of 80 km. per hour.

It is feared that the entire stock of goods is beyond redemption. The insurance company has been informed of the loss and soon the value of the loss would be determined. However, the godown stock records have been kept securely.

Specimen 5

Letter from Head Office to the Branch

Shri Sulochan Kumar, Management Trainee, is being sent to your Branch for fifteen days as a part of his 3 months training course in various departments of the company.

You may impart him suitable training in Branch work and Branch Administration.

Specimen 6

Letter from Regional Office to Head Office

At present we have 3 branch offices in the Northern Region at Delhi, Lucknow and Chandigarh. The market for the Company's products is growing in the state of Rajasthan and this segment of the market is presently serviced by three sales representatives of the company. Viewing the potential that Rajasthan has, it is suggested that a branch office be opened at Jaipur with the following composition of staff.

Branch Manager 1

Accountant 1

Sales Representatives 3

Godown Keeper 1

Peon 1

The cost implications have been worked out in the enclosed sheet.

Your early decision in the matter is awaited.

Specimen 7**Letter from Branch to Head Office**

Pataudi Associates Ltd. have been our customer for over 10 years now. They are at present enjoying credit facility up to Rs. 3,00,000.

Pataudi Associates are launching on an expansion programme and the detailed project report has been approved by the Industrial Finance Corporation of India for term loan facilities. In view of this, Pataudi Associates have approached us for increasing the credit facility for supplies to be effected to them to atleast Rs. 7,00,000.

Further, in the initial stages they desire 30 days' credit up to July 2011, whereafter they are inclined to revert to 15 days' credit.

We strongly recommend the proposal and seek your confirmation on the matter.

Specimen 8**Circular from Head Office to Branch/Regional Office(s)**

You may be aware that the company is passing through a period of rough weather due to stiff competition from Japan and Malaysia. In marketing its products in Western Europe and the U.S.A., as was stated by the Chairman in his speech in the Annual General Meeting of the shareholders, the prospects of early recovery seem gloomy in the current financial year. Sales have come down by 25% for the quarter ending 31st December 2011 as compared to the same period in the previous financial year.

The Board of Directors have, in their emergency meeting held on 21st January, 2012, impressed on the need to exercise maximum economy in every aspect of corporate functioning. You are, therefore, advised to submit your budgeted expenditure for prior approval by the Head Office.

REVIEW QUESTIONS

1. Write memos on the following:

- (i) Informing the recipient about his suspension.
- (ii) Asking employees for feedback on the use of new computers.
- (iii) Asking employees to maintain confidentiality in work-related matters.

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2. Write circulars on the following:

- (i) Appealing employees to donate blood.
- (ii) Asking employees to keep their workstations clean.
- (iii) Regarding filling up vacancies within the organization.

3. Draft office orders on the following:

- (i) Transfer order
- (ii) Suspension order
- (iii) Informing employees about a new joiner.

4. Draft suggestion letters from employees on the following:

- (i) Change of uncomfortable office chairs to comfortable chairs.
- (ii) Proper allocation of duty for stationery issuance.

5. Draft a representation to the management complaining about lack of adequate medical facilities.

6. Draft a letter from the Head Office to the Branch Office regarding an employee's training.

Further Readings

By Dr. V K Jain

By Rathore P.S.

By V.K. Jain and Omprakash Biyani

By Courtland L. Bovee and John V. Thill

By Ruchi Gupta

UNIT-08

PREPARATION OF PRESS RELEASES

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- ❖ Introduction
- ❖ Press Release vs. Press Report
- ❖ Essentials of a Press Release
- ❖ Dispatch of Press Release
- ❖ Covering Letters
- ❖ Different Types of Press Releases
- ❖ Corporate Appointments
- ❖ R&D Breakthrough
- ❖ Awards
- ❖ Study-Findings
- ❖ New Services
- ❖ Unfavourable Development
- ❖ Specimen Press Releases
- ❖ Review Questions

NOTES

INTRODUCTION

Issuing a press release is primarily an exercise in public relations. Organisations issue them on several occasions. It may be a part of an effort at image-building. Alternatively, product information may be offered to the media for the favour of publication.

The press release may be sent to disseminate information about a seminar to be held, a large order which has been bagged, a senior level corporate appointment, the profits earned during the last financial year, collaborations, diversification into new areas, joint ventures with other partners and so on. Press releases are usually sent to the various newspapers, electronic media, like radio/television and to leading news agencies.

Press Release vs. Press Report

A press release is not the same thing as a press report, though the former may lead to the latter insofar as a Report may be based on the contents of a press release. A press release is usually drafted in-house while a press report is shaped out of inputs received by professional journalists.

The Public Relations Officer (PRO) of the company labours on the draft so that information available with him may be published without any major cuts in the print or electronic media. The media does not charge anything for devoting precious space or time to such releases. Their prime consideration is that their readers or viewers should be interested in the information being offered. Therefore, they are quite selective when it comes to picking up the releases to be covered in the next issue of the paper or the next bulletin to go on air.

Essentials of a Good Press Release

The alternative to a press release is a paid advertisement, which costs a fortune. Therefore, it is necessary to learn the art of preparing good press

releases. It may be a good strategy to prepare a press release as an outsider or as a reporter would do, taking an objective view and avoiding personal pronouns. In order to have a fair chance of selection, a press release should have the following attributes:

(1) News value

Today's news is tomorrow's history. The information contained in the release must be recent in order to arouse public interest. Newspapers often try to get scoops so that they may be the only ones to break the story. Though a press release cannot serve such a purpose since it is widely distributed, yet it must try to convey the latest information.

(2) Factual

A press release based on factual information has greater chances of publication, since verification is possible.

Opinions tend to be subjective and biased. Therefore, facts are always preferable. It is also true that one cannot exclude opinions from a press release altogether. An effective strategy may be to mention the facts first and then infer opinions from them.

(3) Interesting

Press releases must be drafted in an interesting manner. It is common for an organisation to present things from its own perspective. However, the reader or a viewer may have different expectations. For instance, a shareholder is always interested in finding out whether his dividend income is likely to go up or not. Reams of paper may go waste if the press release does not offer anything of consequence to the reader. When sending them out to print media, a photograph or a graphic illustration may be added to enhance their appeal. Visuals in the forms of video clipping or footage may accompany releases to TV News channels. Colour makes a significant contribution to the value of the press release.

(4) Brief

The Chief of Bureaus are known to strike out large parts of press releases received by them daily. One cannot blame them because they are parting with precious space and time. It is unfair to expect them to publish something fit for an advertisement free of cost. Therefore, we increase the chances of our press release being included if we keep it brief.

(5) Suitable

Newspapers and TV channels follow their individual policies. It makes sense to send the press release to a suitable media which is likely to be interested in the contents. For example, a press release about the imposition of anti-dumping duty will have greater chances of inclusion in an economic paper or on a business channel than in a general newspaper or on an entertainment channel.

(6) Display

The display of a press release is important, it should preferably be prepared on a word-processor in a standard font and a convenient size. Variations for creating an artistic effect are an exception. Journalists are the most harassed community and have to work under considerable pressure till late hours to

meet deadlines. Therefore, a brief and neatly produced press release furnishing convincing and interesting facts and making reasonable and fair assumptions is preferred by them. It helps if we type out the release in double space with ample margins to facilitate editing. We may also leave the headings and captions to them, as each journalist or editor would like to add his personal touch to the release actually being printed. Moreover, even if you do give your own heading or caption to the press release, it may never be printed because the editors do not want to print the same headlines as the other newspapers, they like their headings to be unique.

(7) Format

The press release should always be printed on the letter head of the organisation, carry the date of release or preparation and be signed by an authorised person, who can also be contacted for any clarification or further information.

Dispatch of Press Release

Press releases may be sent directly to the editors or journalists of the media or handed out at Press conferences, which are summoned in advance. Invitation is often faxed to members of media through what is commonly called a media advisory to cover the event.

A specimen of media advisory is given below:

Office of the European Union

Golf Links, New Delhi

MEDIA ADVISORY

A four-year cooperation project between the European Union and the Ministry of Civil Aviation will be signed on 28 February, 2011. This will provide for short and long-term training and knowledge transfer while building awareness of European safety methods and norms. The project has a total value of Rs.140 crores and will focus on Airworthiness and Safety Oversight, Airlines Management, Air Traffic Management, Pilot Instructor Training and Airport Activities.

The First Counselor of the European Union and representatives of other signatories will address a joint Press Conference on Tuesday, March 1st, 2011 at 6.30 p.m. at the Habitat Center, Lodhi Road, New Delhi.

We invite you to send your representative to attend. We shall appreciate your confirming attendance by phone (4623257), fax (4623344) or e-mail (eu@vsnl.org).

Issued by

John McGarthy

Counsellor for Press Affairs

The Internet revolution has facilitated faster sending of press releases through Email. There are even Virtual Press Rooms on the net through which information may be transferred throughout the web. However, in view of limited IT penetration, many companies still rely on ordinary post. When relying on ordinary mail, often contemptuously called snail-mail, the Press

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Release may be enclosed with a brief covering letter addressed to the Chief of Bureau:

COVERING LETTERS

BHEL HOUSE

Sansad Marg, New Delhi-1

The Chief of Bureau

Financial Times

New Delhi

February 3, 2012

Dear Sir,

We are pleased to enclose a Press Release regarding the export orders secured by us during the last fiscal year.

We are confident the information will be useful both for the ordinary readers and investors of your paper as well.

We hope you will publish it prominently in your next issue. If you have any queries or desire more information, please feel free to call our PRO, Mr. K. Nathan on 6312279.

We thank you in anticipation.

Yours faithfully,

for BHEL Ltd.

Sd/-

R.K. Aggarwal

Encl.: Press release

PRESS RELEASE

Export Orders

India's premier engineering enterprise, Bharat Heavy Electricals Ltd. has bagged the highest ever export orders during the fiscal year 2011-2012. The value of these orders, which have been secured from Asian, European, African and North American countries is approximately Rs. 7,000 million. The orders are mainly for erection of power projects and transmission facilities and the supply of oil field and industrial applications equipment. The company continues to do equally well on the domestic front. BHEL sets generated a record 329 billion units of electricity, constituting 73% of the total electricity generated in the country during the year. The Plant Load factor of these sets at 70% was also higher than the national average. The company is committed to providing prompt and efficient customer service.

Issued by:

R. K. Aggarwal

Press Officer

TYPES OF PRESS RELEASES

Corporate Appointments

Press releases about corporate appointments are quite common. However, only senior level appointments figure in them. A qualified executive who has already proved himself professionally is looked at as an asset and his inclusion in the organisation publicised:

A sample press release is reproduced below:

PRESS RELEASE

Mr. P.K. Sehgal has taken over as Director (Projects) of International Pumps & Projects Ltd. (IPP). The company has been a leading enterprise specialising in erection of power and water projects.

Mr. P.K. Sehgal did his B.Tec. in Civil Engineering from IIT, Kharagpur. He played a pivotal role in shaping the Project division of Standard Equipments Ltd. before accepting the present appointment. He is a Fellow of the Institute of Engineers, New Delhi and a member of the European Council of Technical Officers.

IPP hopes to achieve significant increase in the activities of its Project Division under Mr. P.K. Sehgal's expertise and leadership.

Issued by:

S.K. Singh

Press Officer

R&D Breakthrough

Reputed organisations set apart part of their funds for carrying out research and development. This effort has generally been aimed at cutting costs, improving performance and reducing dependence on imports. Whenever a breakthrough is achieved, the concerned organisation issues a press release to announce it:

A sample press release is given below :

PRESS RELEASE

The Research & Analysis Department of the Northern Railways has succeeded in developing an Eco-friendly Electronic Governor. This instrument will help improve fuel efficiency of diesel-electric locomotives currently in use. Field trials have also shown significant reduction in emission levels, which would also lower the maintenance costs. The Railways is optimistic about reducing cost of production once commercial production of the Electronic Governor begins. The Railway Minister has complimented the department on achieving this breakthrough.

Issued by:

Awards

Several national and international awards are on offer for those who prefer to be achievers rather than dreamers. These awards are instituted by governments, and international agencies and organisations working in specific fields such as labour relations and environment. When such a recognition comes by, a company promptly issues a release to increase its good will.

A sample press release is given below:

PRESS RELEASE

Bharat Sanchar Nigam Limited (BSNL) has won the Best Entrepreneur Award for the year 2011-2012. The award is given annually by the Ministry of Telecom of the Government of India. BSNL was formed only recently

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after the dissolution of DOT. It has made significant inroads into the field of basic telephony in the first year of its operations. It also proposes to offer mobile services using Wireless in Loop technology (WLL) at highly competitive rates. The Director General of BSNL complimented the employees on this occasion. Issued by:

Study-Findings

Representative bodies carry out studies to focus attention on problems facing their members and to seek suitable policy changes in order to find solutions. The findings of these studies are publicised by releasing them to the Press.

A sample press release is given below:

PRESS RELEASE

A study undertaken by ASSOCHAM has revealed that 215 mega-projects could not be completed on schedule. This will put an additional burden of almost 40,000 crores on the national exchequer. Out of these 117 projects had witnessed cost-overruns of more than Rs. 25,000 crores, which was 38% higher than the anticipated rate. The time over-runs in the case of 98 projects ranged from 4 to 130 months imposing an extra burden of over Rs. 14,000 crores.

The study has found that delays in land acquisition and rehabilitation of affected people, lack of infrastructure facilities, like water and power, and break down of law and order at sites contributed largely to project over-runs. ASSOCHAM strongly recommends setting up of a special cell in PMO to check cost escalation and complete mega and medium projects on schedule. A closer inter-ministerial coordination and involvement of state governments will surely help to arrest the unfortunate trend.

Issued by: _____

New Services

Corporate houses introduce new services and products from time to time. To disseminate information about these changes, press releases are issued to media units with a large circulation among the existing or potential users of the product of services.

A sample press release is given below:

PRESS RELEASE

NAV ON MOBILE PHONES

IDBI-Principal Mutual fund has launched investor services delivered via mobile phones branded M-investor services. Unit holders can access net asset values, unit holdings and current valuation on all open-ended schemes of the fund through short messaging service or e-mail.

Issued by: _____

Unfavourable Development

All news cannot be good and opinion is divided on whether unfavourable information should be kept under wraps or made public. Experience shows that whenever news is suppressed, it leads to rumours and the damage to the organisation's credibility is more severe. Therefore, we may consider

presenting our failures in a fair and objective manner. The following press release attempts to do just that:

PRESS INFORMATION BUREAU

Govt. of India

GSLV Launch Cancelled

The launch of India's Geo-synchronous Satellite Launch Vehicle scheduled at 3.47 p.m. on 28 February, 2012 from Sriharikota was aborted at the last moment due to a technical snag. The countdown for the lift-off proceeded smoothly till one second before the lift-off. The automatic launch process system held the countdown and immediately the strap-on stages were commanded to shut down. The preliminary analysis indicates that one of the four liquid propellant strap-on stages had not developed the required thrust. Accordingly the subsequent sequence of events including the ignition of the solid propellant core motor was prevented. A detailed analysis of data will be done before a new date for the launch is announced.

Issued by: _____

Specimen Press Releases

A few specimen press releases are given below:

1. "Shri Mangal Jain has been elected President of the Association of Steel Dealers, Delhi for the year 2011- 2012".
 2. "Shri Shiv Kumar Gupta has been elected President of the Punjab, Haryana, Delhi Chamber of Commerce and Industry. Shri Shiv Kumar is presently the Chairman and Managing Director of Amar International Ltd., a multinational company".
 3. "Singer Electricals has been awarded commendation certificate and medal for outstanding export earning for 2011-2012 by the Commerce Ministry. This is the second year in succession that Singer wins the award."
 4. "Shri Padam Chand Jain, Shri P. Natesan and Shri Girish Patel, members of the Company Law Committee of the Federation of Indian Chambers of Commerce and Industry are leaving for a month's tour to the US, UK and Canada to study the functioning of stock exchanges there and submit a memorandum to the Government".
 5. "Sundaram and Sundaram Limited have made a record profit before tax of Rs. 2,345 lakhs. The net profits after taxation and appropriation to statutory reserves stand at Rs. 1,987.34 lakhs. This is the third year in succession that the company has crossed the two thousand lakh mark in pre-tax profits. The Board of Directors has recommended a dividend of 18.75% on all equity shares and have decided to convert all the 10.5% preference shares into redeemable debentures. Necessary resolutions for giving effect to this are being sent to the shareholders.
- The turnover of the company this year has gone up by 23% at Rs. 12,345 lakhs, the total assets stand at Rs. 5,678 Lakhs and the debt equity at 1:1. The company intends to diversify into electrical machinery manufacturing by starting a new unit at Ramagundam, Andhra Pradesh. Necessary letter of intent has already been issued by the Central Government. The consent of

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the Securities and Exchange Board of India would be applied for after placing the proposal for issue of equity shares for covering the project cost is approved by the shareholders in the ensuing annual general meeting.”

6. “As a part of its diversification scheme, Anupam Organics Ltd. proposes to manufacture doxycycline, an antibiotic which is now being imported.

It has already acquired plant-based technologies for the manufacture of chloroquine phosphate and doxycycline from leading technology resources and developed the same at a R&D centre recognised by the Union Government.

The company has installed part of its plant and machinery at Kundli in Haryana. In view of growing demand for these products, the company envisages no difficulty in marketing them. It earned a profit in very first accounting year ended June, 2000, even though manufacturing activities have not yet started in full swing.

Anupam Organics, formerly known as Anupam Sales Pvt. Ltd., a Delhi based unit was promoted by Mr. Dewan C. Pruthi to deal in basic drugs. Subsequently, it started manufacturing drug intermediaries used in the manufacture of basic drugs. Consequently, the name was changed.

Mr. Pruthi has promoted another company - Anupam Laboratories Ltd. it produces life-saving antibiotics and other essential drugs. In five years, the company has achieved a turnover of Rs.12 crores and accounts for 10 percent of the market growth in basic drugs industry.

The new venture of Anupam Organics will initially take up manufacture of chloroquin phosphate, an important anti-malarial drug, which is imported in large quantities by India. The annual requirement for this drug in the country at present is estimated at around 400 tonnes, which is expected to go up to 650 tonnes by 2012.

Against this, the present production is only about 100 tonnes to 200 tonnes and the rest is being imported.”

7. “Chandan Cements, a joint sector company promoted by Tamil Nadu Industrial Investment Corporation in association with Mr. Naresh Sanklecha, is entering the capital market with a public issue of equity shares of Rs.715 lakhs in the second week of November 2011.

The company is putting up a large plant to manufacture cement with an installed capacity of 7 lakh tonnes per annum in Dindigul district of Tamil Nadu at a capital outlay Rs.62.50 crore. The project is at an advanced stage of implementation. The trial runs are expected to commence in November, 2010, and the commercial production is expected by February, 2012.

The company’s plant will adopt the dry process precalcination technology incorporating 5 stage pre-heater with a completely computerised process control and electronic packing and weighing system. The major plant and equipment and services are being provided by Krupp Polysius, West Germany.

A private sector promoter, Mr. Naresh Sanklecha is heading a progressive business house engaged in the manufacture of basic drugs, pharmaceuticals,

exports, real estate and trading. He and his associates are taking up 25 per cent of the total equity capital of the company i.e., Rs.369 lakhs.

According to the management, the company will have an edge over its competitors in marketing cement in the southern region, particularly in Tamil Nadu. The company expects to attain 100 percent capacity utilisation in the first year itself ensuring steady profitability and lower gestation period for the investors.”

8. “Blue Bird Manufacturing Company is making an issue of 1.50 lakh 15 per cent secured convertible debentures of Rs.120 each to raise additional finance to meet the cost of expansion and augment the long-term working capital resources.

Of this issue, 75,000 debentures have been reserved for preferential allotment to the existing shareholders, employees, business associates and fixed depositors, and the balance 75,000 debentures will be offered to the public. The public issue will open on October 30, 2010.

The convertible part of Rs. 20 in each debenture will automatically entitle the holder to two equity shares of Rs. 10 each at par on June 30, 2010. The present market price of the equity share is Rs. 75. The non-convertible part of Rs. 100 in each debenture will be redeemed at par in four equal annual instalments of Rs. 25 each, starting from the end of the seventh year from the date of allotment.

The company’s factory at Murbad in Thane district of Maharashtra is equipped with modern machinery for texturising and twisting of synthetic yarn and its weaving unit has automatic shuttleless looms. As a result of stringent quality control at every stage of manufacture, the company’s products enjoy an “enviable” reputation in

the market. The management now proposes to instal additional texturising and twisting machines with a view to meeting the growing demand. The expansion programme is expected to be completed in about 3 months.

The company increased its turnover from Rs. 8.06 crores in 2007-2008 to Rs. 9.00 crores in 2008 -2009 and gross profit from Rs. 120 lakh to Rs. 269 lakh. It has already crossed the Rs. 18 crores mark in turnover during the first 8 months of the current year and its turnover for the whole year ended September, 2010 is estimated at around Rs. 22 crores and gross profit at Rs. 198 lakhs. Turnover and gross profit for 2009-2010 are expected to be Rs. 35 crores and Rs. 320 lakhs, respectively. The company paid a maiden dividend of 16 per cent in the very first full year of operations and has already paid an interim dividend of 10 percent for 2009-2010.”

9. “The company intends to make it very clear that the ongoing strike by a section of workers in its plant situated at Faridabad is quite unfortunate and unjustified. The main demand for the striking workers’ union is for increasing the rate of bonus by 5%. In this regard it is informed that the management of the company has already entered into a ‘Bonus Agreement’ with the majority union in the company and as per the agreement the bonus shall be disbursed at the previous year’s rates. The current financial position

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of the company is not so comfortable as to pay more bonus to its workers. The striking workers are trying to obstruct other workers from attending their duties. The company has requested the State Government to maintain law and order near the factory. The company will take all necessary steps to ensure the normal working of its factory and to provide safe entry and exit to loyal workers.

The company has made an appeal to striking workers to rejoin duties and has invited their Union Representatives for a constructive dialogue with the company's management to resolve the issue."

10. "White Horse Omnibus Ltd., a major automobile company, manufacturers of popular OMNIBUS Cars and Vans has recently entered into a joint venture agreement with multi-national VISCOPA SPA, Italy, for manufacture of small cars in India. The cars will have 810 CC petrol engine with state of art interior and exterior finishing. The ex-factory price of the car would be around Rs. 3,25,000.

The project would be located near Navi Mumbai, since Maharashtra State Government has agreed to give maximum concession/facilities to set up the plant. In the beginning, imported components would be about 70% and the company is expected to attain 100% indigenisation within 5 years time.

The project cost is about Rs. 800 crores out of which Rs. 400 crores would be provided by the foreign partner through equity and term loans.

The Italian partner will contribute 40% to the equity; 30% would be borne by White Horse Group, and the remaining 30% by FIs and general public."

REVIEW QUESTIONS

1. What are the essential features of a good press-release?
2. Differentiate between a press release and a press report.
3. Write press releases on the following:
 - (a) Drawing employers attention to ESI (Employee's Staff Insurance) Act.
 - (b) Significant progress made by the company in the current financial year.

Further Readings

By Dr. V K Jain

By Rathore P.S.

By V.K. Jain and Omprakash Biyani

By Courtland L. Bovee and John V. Thill

By Ruchi Gupta

UNIT-08 E-CORRESPONDENCE

E-CORRESPONDENCE

- ❖ Concept of E-Correspondence
- ❖ What is the Web?
- ❖ What is the Internet?
- ❖ What is E-Correspondence?
- ❖ E-mail
- ❖ History of E-mail
- ❖ Features of E-mail
- ❖ Electronic Mail System
- ❖ Email Etiquette
- ❖ Advantages and Disadvantages of Email
- ❖ Points to Remember
- ❖ Intranet
- ❖ Review Question
- ❖ Benefits of Intranet
- ❖ Purpose of Intranet
- ❖ REVIEW QUESTIONS

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CONCEPT OF E-CORRESPONDENCE

Professionals, non-professionals, experts or students, we are all turning increasingly to the internet in our daily lives. Whether we want to find educational openings abroad, do banking operations online, find research material on any issue, send corporate e-mails, internet is the place where we go most often. From the trivial to the highly complex, we look for answers to most of our questions in the vast ocean of knowledge called World Wide Web (www).

The World Wide Web is a system of interlinked hypertext documents accessed via the Internet. With a web browser, one can view web pages that contain text, images, videos, and other multimedia and navigate among them via hyperlinks. Many people use the terms Internet and World Wide Web interchangeably, but in fact these two terms are not synonymous. The Internet and the Web are two separate but related things.

What is The Web?

The World Wide Web, or simply Web, is a way of accessing information over the medium of the Internet. It is an information-sharing model that is built on top of the Internet. The Web uses the HTTP protocol (one of the languages spoken over the Internet) to transmit data. Web services, which use HTTP to allow applications to communicate in order to exchange business logic, use the Web to share information. The Web also utilizes browsers, such as Google Chrome, Internet Explorer or Firefox to access Web documents called Web pages that are linked to one another via hyperlinks. Web documents also contain graphics, sounds, text and video.

The Web is just one of the ways through which information can be disseminated over the Internet. The Internet, not the Web, is also used for e-

mail. So the Web is just part of the Internet, albeit a large part, but the two terms are not synonymous and should not be confused.

What is The Internet?

The Internet is a massive network of networks - a networking infrastructure. It connects millions of computers together globally forming a network in which any computer can communicate with any other computer as long as they are both connected to the Internet. Information that travels over the Internet does so via a variety of languages known as protocols.

The terms Internet and World Wide Web are often used in everyday speech without much distinction. The Internet is a global system of interconnected computer networks. In contrast, the Web is one of the services that runs on the Internet. It is a collection of textual documents and other resources, linked by hyperlinks and URLs, transmitted by web browsers and web servers. In short, the Web can be thought of as an application "running" on the Internet. Viewing a web page on the World Wide Web normally begins either by typing the URL of the page into a web browser or by following a hyperlink to that page or resource. The web browser then initiates a series of communication messages, behind the scenes, in order to fetch and display it.

"The letters written by one party to another, and the answers thereto, make what is called the correspondence of the parties. Such correspondence if done through electronic signals via internet is called E-correspondence"

What is E-Correspondence?

E-Correspondence is commonly known as 'email-correspondence' or 'electronic-correspondence'. It is an electronic method of providing you with important information on your email address. You must supply a valid email address in order to receive information via email. For example: johndoe@company.com.

CONCEPT OF EMAIL

"Electronic mail" or "e-mail" as it is commonly called is the process of sending or receiving a computer file or message by computer modem over telephone wires to a pre-selected "mail box" or "address" on another computer. E-mail can also be sent automatically to a large number of electronic addresses via mailing lists (through 'mail-merge' option). E-mail messages can range from the simplest correspondence to business presentations, engineering blueprints, book chapters, or detailed contracts. Graphics, files of artwork or photography can be transmitted via this technology as well, though text messages comprise the vast majority of e-mail transmissions.

Today, e-mail stands as a central component of business communication, both within business enterprises and between business enterprises, because of the many advantages it offers over regular mail in terms of efficiency, speed, and 24-hour availability. These characteristics have made electronic mail a truly ubiquitous presence across the globe. Indeed, in terms of sheer volume, more than 536 billion pieces of e-mail were delivered in the United States in 1999, according to the eMarketer Internet research firm. Moreover,

the eMarketer estimates that in 2000 the number of active e-mail users in America reached 111 million.

E-CORRESPONDENCE

Since e-mail has emerged as such an important method of business communication in recent years, it is important for small business owners to know how to use this technology effectively. Towards that end, consultants generally recommend that small business owners and entrepreneurs should select and shape such e-mail packages that emphasize convenience and ease of use.

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Electronic mail, known commonly by its abbreviation 'email', is probably the most used medium of communication today. 50 years ago, had someone said that it would be possible to instantly deliver documents to a recipient sitting half way across the globe, he would have been a laughing stock. But, email came, saw and conquered the World Wide Web. Today, with email, there's so much more than just written text communication. Ability of the email to securely forward multimedia, photos, software, etc. has made it very popular. It's rightly said that 'necessity is the mother of all inventions', and we humans have always found a way whenever the need arose. The history of email communication is very interesting and intriguing.

History of Email

In 1965, the Massachusetts Institute of Technology (MIT) was the first to demonstrate the use of the first email system known as MAILBOX.

The history of email addresses can also be attributed to Tomlinson. He chose the '@' symbol to provide an addressing standard in the form of "user@host", which is in use till date. This is why Tomlinson is called the 'father of email' and is credited with its invention.

By 1974, email in its improved form was being used by the US military. By 1975, efforts to organize the email bore fruit. A general operating area, known as email account, was created for users who wanted to avail the email service. Access controlling was done by giving the user a secret password, which only he/she would know. Separate folders were created depending on the purpose like. Inbox for incoming messages and outbox for outgoing messages.

Year 1976 was a watershed year in the history of email marketing. Email service was being offered in commercial packages and per-minute charges were applicable to those using these services. This led to the requirement for offline reading, which meant that users could then download their emails on to their personal computers, and read them leisurely without using and paying for the airtime. This led to the development of applications, which were similar to what Microsoft Outlook does today.

Requirement for protocols was felt almost immediately, and in 1972 file transfer protocol (FTP) was put in use to send email messages. The main drawback here was that FTP created a separate mail for every recipient and then dispatched it, which resulted in loss of precious memory space. This prompted the creation of the more efficient SMTP (Simple Mail Transfer Protocol) in the early 1980s, which became a standard protocol to be used

in sending email messages. But the initial versions of SMTP failed to control the cases of forgery and proved to be a naive protocol in the verification of the authenticity of a user. Email viruses, worms and spammers began exploiting these loopholes in SMTP, and even though many new and improved versions have been released, this problem continues to be addressed till date.

If SMTP is used to send messages, POP (Post Office Protocol) is a standard for receiving emails. This protocol is used by email clients to retrieve messages from the mail server using a connection. One drawback of POP is that it does not support offline retrieval of messages. This demerit has now been overcome, by the more capable IMAP (Internet Message Access Protocol). This is how one comes to know about the offline messages, i.e., messages received when the receiver is not signed in.

By the early 1990s, free and user-friendly email service providers had taken the industry by storm. Players like 'yahoo' and 'hotmail' were competing for the market share. It was this decade that saw the .com boom, to the extent that almost everyone wanted an email account. Today, there are more than 600 million email users across the globe, with newer players like Google (Gmail) and Rediff entering.

There's so much more about the origin and history of email, but these were the most important landmark events.

Looking at its current usage, we can only add that instant messaging via email is here to stay!

Features of Email

- Electronic: It is an electronic mode of message transmission as it is sent using HTML (Hyper Text Markup Language) – the computer code used to create web pages.

- Cost-Effective: It is one of the cost-effective modes of fast communication. Today with the advent of smart-phones, communicating through emails has become even more cost-effective.

- Packages: Packages like 'Messenger' and 'Outlook' help us compose new mails or forward the received ones to one or all of the people whose email addresses are stored in the 'Address Box'. They allow us to change font, sizes and colour of the text; highlight, delete, store or save; align, center or justify the text;

italicize, bold, underline or even print what we write or receive as email.

- Interface: An interface between email programme and word processing programme allows us to cut, copy and paste material from one place to the other.

- Attachments: The 'Attach' option allows us to share documents, worksheets, presentations, pictures and videos along with the mails.

- Spam: Unsolicited or Junk mails can be filtered by using the 'spam' option which forbids unwanted mails to enter your inbox. These unwanted mails may be advertisements, job offers, competition forms, etc.

which one does not want to receive frequently.

– Signature: We can customize our signature as we want it to appear in the complimentary closure of every email. Once you add your signature it automatically appears at the end of every mail that you compose.

One need not write the name, designation, contact no, etc. again and again.

– Search: The search option helps us to locate old email communications. This can be achieved by typing the sender’s name in the search box and clicking the search button. It will reflect all mails containing the name so typed.

A sample email screen is shown below. How many above mentioned features can you trace in it?

ELECTRONIC MAIL SYSTEM

Today companies are able to customize their e-mail services to meet their own unique communication needs.

E-mail management tools in the market can help entrepreneurs and managers address a wide array of issues from excessive volumes of e-mail and/or excessively large file attachments—both of which can clog e-mail gateways or create network storage burdens—to virus detection, spam blocking, and search ability of e-mail data stores.

Optimizing Personal Email Use

Experts in the fields of business and electronic communication agree that managers and small business owners can take several steps to maximize the efficiency of their company’s e-mail systems. These tips extend from patterns of personal e-mail use to guidelines for companywide e-mail policies.

Professional appearance and content are paramount in an e-mail. Many members of the business community have commented on the fact that many e-mail messages reflect a casual attitude towards grammar, spelling, and tone that would never be tolerated in regular business correspondence.

Users of electronic mail are encouraged to adopt the same standards of professionalism that dictate the tone and appearance of postal correspondence.

Indeed, proper spelling and grammar, coupled with the ability to frame correspondence in suitably diplomatic language, are essential components of electronic mail. Consultants also caution small business owners to be circumspect in their use of “emoticons,” a set of symbols that have been developed by e-mail users to denote various non-verbal reactions, such as smiles, winks, and laughs to supplement the included text. While use of these symbols is fine in some settings, inclusion of a flurry of such symbols is apt to confuse e-mail recipients who are unfamiliar with the meaning behind them. Moreover, and they are inappropriate for most business correspondence.

Separate the Personal Mail Account from the Professional One: Many entrepreneurs maintain separate electronic mail addresses, one for personal correspondence, the other for use at the office. “Everybody needs time to decompress at work, but mixing personal correspondence with professional

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correspondence can diminish one's focus," wrote Bob Mook in Denver Business Journal. "At the very least, a personal e-mail account gives you a way to delineate between the work-related stuff and the extracurricular stuff."

Monitor Size of Distribution Lists to Keep them Manageable: Huge distribution lists can slow down e-mail systems. One way to address this problem is to continually cull your list.

Another is to limit the size of attachments that are sent to large numbers of employees, clients, or vendors.

Establish Policies for Receiving Attachments: Know the preferences of your clients in this regard. Many business people dislike receiving attachments except when absolutely necessary, due to system slowdowns and vulnerability to viruses.

Augment your E-mail Address to Ensure Accurate Identification: E-mail users can ensure that recipients of their e-mail can easily determine their identity by including their real name in their e-mail addresses and including telephone number and mailing address information as a standard part of any e-mail. This information can be incorporated through "signature files" that are standard on most e-mail packages.

Promptly respond to E-mail Messages of any Significance. Some businesses and employees who do not promptly reply to electronic mail when send the signal that they are disinterested, incompetent, or disorganized. The business world is to them give hectic one, and most people who participate in it recognize that delays in response do occur for a variety of legitimate reasons. But people who let e-mail messages go unacknowledged for several days or more are in essence in a way informing the sender that delivering a response is not a priority for them.

Establish Efficient Daily E-mail Practices: Recent studies indicate that many executives spend almost two hours a day attending to their overflowing electronic mail, and that some business owners and managers spend even more time on such activities. In most instances, this is not time well-spent; instead, it keeps the owner or manager from addressing other, ultimately more important, business issues. To minimize this particular time drain, experts urge owners/managers/executives to:-

- Delete old messages that can clutter e-mail inboxes;
- Review incoming e-mails only at two or three set times a day, rather than peeking at each one as it comes in; and
- Purchase supplementary tools that can block e-mail spam that clogs many systems.

Pay Attention: "The process of sending and replying to message is rife with opportunities for error," wrote Sun, but most pitfalls can be avoided if you take out time to learn the nuances of electronic mail. For instance, said Sun, "If you wish to avoid embarrassment (or worse), pay attention when sending a reply. Do you disagree with a message that was sent to you and dozens of others? Then be sure to 'reply to sender' rather than 'reply all.'"

Otherwise, your reply will go to all the original recipients, making your private disagreement public.”

E-CORRESPONDENCE

Proper E-mail Correspondence

Most of us e-mail back and forth every day, so we all deal with different types of e-mail correspondences.

Whether it be for business, for personal use or for school, we all need to know the proper ways of sending emails to other people. Keep reading to see if you’re being professional about it or not.

NOTES

As stated above, e-mail correspondence comes in various colours and designs and it is as creative as the sender makes it. E-mail a decade ago was definitely not the same as the e-mail today. We must be more careful about what we say and how we say it. Words used in an e-mail are like a small, lit match; they can be used to mend fragile relationships, warm the heart and light the way, or they can ignite whole forest aflame that could cause havoc and destruction.

Here is one scenario that may influence varied responses:-

Example

You just paid for some software over the Internet with your credit card. You were told that the software would reach your house in a few days. The item does not reach you in promoted time. No problem, you think. You will just call the 1-800 number they have on their Website but after redirecting your call four times, you hear the dial tone. You are upset, but you try calling again.

Now, after this phone calling nightmare for almost 45 minutes, you are angry that no one is answering. After all, you paid for the item and you want it. Should you not be angry? Of course you should be, but you can’t get hold of them, so you decide to write an e-mail explaining your mounting frustration about how their customer service was always unavailable over the phone. You are careful to tell them that you have not received your purchase and also include the invoice statement as proof of what you bought. Three days go by and counting. You cannot get this dilemma off your mind. Another e-mail lands you nowhere. You do not know what to do. You tried contacting them, but you got no reply. You decide that you no longer want their software and want your money back. You swear not to deal with this company again, right?

So, you write a third e-mail, but you are not so polite this time. You say, “I will never do any business with you again. You are deaf to my phone calls and e-mails and insult my intelligence. I demand my money back. You are a thief and should not be in business and I will get to the bottom of this.”

Surely, this is a letter you can write, but do you really think you should? Would it make you feel any better? Maybe, but will it get you what you want? Not likely. In so many cases, we are obliged to overcome how we feel by an act of the will to do what we ought to do.

Now, let’s take the same scenario and use a different technique. Instead, say something like, “Gentlemen, I am writing this e-mail as an addition to my

other two. I have not received the item I paid for. It should have arrived two weeks ago. I am concerned that it may have gotten lost in transit or perhaps was overlooked with the many deliveries you are responsible for at your warehouse. I have also tried to contact you by phone twice, but there was some difficulty and my calls never got through. I would appreciate hearing from you regarding this matter.

Thank you.”

A reply from the company finally comes and it says, “We apologize for not being able to get back to you about your purchase. Our servers were hacked into and we just got back online. It was also very alarming that we found our customer backup data was deleted. Please accept our apologies. Because of this delay, we are sending your purchase free of charge and we hope that this might retain you as one of our loyal customers.”

Again, the desire to say what we feel must be overcome with the desire to be courteous and professional, which we all know in our hearts, is the better way to communicate.

There are many occasions however, when you simply do not hear back at all from a vendor. What do you do then? There is one more example of the proper way to send an e-mail.

This is one that is sent to many people. There is a thoughtful way to include others that will be the recipient of such mail. We all have had times that we find something useful to send or we find that there are stories that are uplifting that we want to share. How do we send a story like that to many people where safety and courtesy are concerns? Certainly one way is to address your e-mail to each recipient. There is nothing wrong with this. Each person receives it and each person feels special, because you addressed your e-mail to him/her alone. Suppose however, you would like to send the same e-mail to all of your readers at one time. Most of all e-mail recipients are known to have what is called Carbon Copy (CC) and Blind Carbon Copy (BCC). Here we want to be careful that only one person at a time will see your mail without seeing the address of every person you are sending it to. If we use CC, every person’s address is listed for each e-mail recipient to see, but if we use BCC, only the address of person in the ‘ To:’ box is seen.

This is important, because spammers love to see a whole slew of e-mail addresses that they can send spam to. Your friends will have good intentions, but those you may only know from a list may not. Hackers now have the addresses of everyone who will be receiving your e-mail. This is neither appropriate nor safe. Instead, choose to send a group or list of people the same message using BCC, which is the kindest and least obvious way to send mail short of encryption.

Also remember that all e-mail sent through normal channels can be intercepted. Therefore, only write what you want the world to see.

Email Etiquette

While a lot of people understand the importance of following certain rules when writing a business letter, they often forget these rules when composing an email message. Here’s a refresher.

– Mind Your Manners: Think of the basic rules you learned growing up, like saying please and thank you. Address people you don't know as Mr., Mrs., or Dr. address someone by first name only if they imply it's okay with them to do so.

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– Watch Your Tone: Merriam-Webster defines tone as an “accent or inflection expressive of a mood or emotion.” It is very difficult to express tone in writing, but make sure that you should come across as respectful, friendly, and approachable. You should not sound curt or demanding.

NOTES

– Be Concise: Get to the point of your email as quickly as possible, but don't leave out important details that will help your recipient answer your query.

– Be Professional: This means, stay away from abbreviations and don't use emoticons (those little smiley faces). Don't use a suggestive email address for business communications.

– Use Correct Spelling and Proper Grammar: Use a dictionary or a spell checker — whichever works better for you. While you can write in a conversational tone (contractions are okay), pay attention to basic rules of grammar.

– Wait to Fill in the “TO” Email Address: Career Planning Site visitor Larry Batchelor says, “I never fill in the ‘TO’ email address until I am completely through proofing my email and I am sure that it is exactly the way that I want it. This will keep you from accidentally sending an email prematurely. In the past, I have accidentally clicked on the send icon, when I really meant to click on the attachment icon.”

ADVANTAGES AND DISADVANTAGES OF EMAIL

Email has changed the way we do business. Sure, people complain about the amount of Email they receive. But when all is said and done, use of Email has made a positive impact on business and has an edge over other methods of communication.

Here are five advantages of using Email:

(i) Managing Email is Easy: You can manage all your correspondence on screen and so can your customers. Your proposal can be answered, revised, stored, and sent to others, all without reams of paper involved.

(ii) Email is Fast: Mail is delivered instantly from your office to anywhere in the world. No other method of delivery can provide this service. Timely buying and selling decisions can be made in one heartbeat.

(iii) Email is Inexpensive: Compared to telephone calls, faxes, or over night courier service, Email is less expensive.

(iv) Email is Easy to Filter: The subject line on an Email makes it easy to prioritize messages. The reader can identify critical correspondence quickly and deal with it immediately. Unlike regular mail which needs to be opened and reviewed, or voice mail which requires you to either listen to or scan all your messages for those that require immediate attention.

(iv) Transmission is Secure and Reliable: The level of security in transmitting Email messages is very high, and the industry continues to

strive to develop even tighter security levels. Email is private. Often telephone and fax messages are not. If the address information is correct, rarely does an Email go astray. Fax machines can be out of order or out of paper and this prevents an important message from being delivered in a timely manner.

Email has been credited for increased efficiency, business readiness, and a host of other advantages tied to increased productivity.

However, there are some disadvantages.

(i) Time Consuming: Writing an email takes less time than it takes to print a letter and mail it off the ease with which an e-mail is sent implies that an average person may do more correspondence electronically than he would if all correspondence was done by postal mail. Sometimes the message is better communicated over the telephone or directly. Organizing and reading through emails can also eat up a great deal of time and prove an obstacle in the way of a worker's productivity.

(ii) Security: Sensitive information can be easily shared and distributed within a business through email. It does not matter if the email is sent accidentally or deliberately, the damage remains the same. Moreover, when someone hands you a business letter, you are the only person who receives that letter. An email can be intercepted by a hacker or go on an incorrect email address and wind up in someone else's inbox. Your sensitive information and messages are easily accessible to hackers and to even unsuspecting recipients.

(iii) Impersonal Communication: While email can be faster, the meaning of the message is often lost in the text. It can make customers or employees forget there are people involved in the transaction, which can affect customer service. Since email recipients cannot see one another, the emails do not have any voice inflection or emotion that can help in proper interpretation.

(iv) Misunderstanding: Pronouns and popular jargon can lead to conflicts in emails. In addition, email is filled with abbreviations and short descriptions, which can often be misunderstood and/or interpreted the wrong way.

(v) Vulnerability: It would take a manual effort on the part of someone to access all his important printed documents and destroy them. But all of your emails and important information can be lost with a simple hard-drive crash. Even if you store your email information on another server, you could lose your data if that site goes down or gets out of business.

(vi) Whether an organisation depends on internet connectivity: E-mail depends on the internet connectivity which can get disturbed or disconnected due to various reasons.

POINTS TO REMEMBER

- Email cannot be considered a confidential mode of communication.
- Email should not be considered as a replacement for direct, face-to-face communication.
- Email cannot be relied in case of emergency messages as the receiver may read it at his own convenient time.

– Email depends on the internet connectivity which can get disturbed or disconnected due to various reasons.

E-CORRESPONDENCE

INTRANET

The word 'intra' means within or internal. It is like the internet, except that it contains information specific to the particular organization. External people, who are not on the network cannot access the intranet.

NOTES

The intranet is the most effective of all the types of electronic communication.

A company intranet helps to keep employees atleast with various happenings within the company, and it can be used to communicate within the company by posting various newsletters, articles, and company training documents.

The intranet implies that only the company employees who are set up on the server can access the company pages. It is different from the Internet which is open to everyone who has an Internet connection.

Most companies use their intranet in place of paper and emails because it gives information to everyone within the company, regardless of their location. Thus, all employees in an organisation get to know about the carried happenings.

Intranets for companies are very secure in the sense that no one outside the company can access it once the security is set in place.

The benefits of an intranet are that it allows a central communication area for the entire company. Many people work in remote locations; therefore, it helps them in having a sense of connectedness with the company as a whole, regardless of the place someone is located in.

Intranets have been quite effective in keeping communication open to all employees, but of at the sametime, it is essential that they log into the intranet several times each day. Many companies make the intranet the default start-up page from any browser within the company, which makes it easier for employees to remember to log in for important information.

Benefits of Intranet

The intranet is a great tool that may be used in order to get messages across to the staff members. There are many creative ways in which one could use the intranet to one's advantage within the company. One can promote the workplace issues on just about any topic on an intranet.

Below are the benefits of the intranet:-

– Workforce Productivity: Intranets can help users to locate and view information faster and use applications relevant to their roles and responsibilities.

– Time: Intranets allow organizations to distribute information to employees on an as-needed basis.

Employees may link to relevant information at their convenience, rather than being distracted indiscriminately by electronic mail.

- Communication: Intranets can serve as a powerful tool of communication within an organization, vertically as well as horizontally. From the communication standpoint, intranets are useful to communicate strategic initiatives that have a global reach throughout the organization. By providing this information on the intranet, staff has the opportunity to keep up-to-date with the strategic focus of the organization. Some examples of communication are chat, email, and blogs. A great real world example is of Nestle. Nestle had a number of food processing plants in Scandinavia. Their central support system had to deal with a number of queries every day. When Nestle decided to invest in an intranet, they quickly realized the savings. McGovern says the savings from the reduction in query calls was substantially greater than the investment in the intranet.
- Web Publishing: It allows cumbersome corporate knowledge to be maintained and easily accessed throughout the company using hypermedia and Web technologies. Examples include: employee manuals, benefits documents, company policies, business standards, news feeds, and even training can be accessed using common Internet standards (Acrobat files, Flash files, CGI applications). Because each business unit can update the online copy of a document, the most recent version usually becomes available to the employees using the intranet.
- Business Operations and Management: Intranets are also being used as a platform for developing and deploying applications to support business operations and decisions across the internetworked enterprise.
- Cost-effective: Users can view information and data via web-browser rather than maintaining physical documents, such as procedure manuals, internal phone list and requisition forms. This can potentially save the business money on printing, duplicating documents, and the environment as well as document maintenance overhead. For example, people using internet services “derived significant cost savings by shifting HR processes to the intranet”.
- Enhance Collaboration: Information is easily accessible by all authorized users, which enables teamwork.
- Promote Common Corporate Culture: Every user has the ability to view the same information within the Intranet.
- Immediate Updates: When dealing with the public in any capacity, laws, specifications, and parameters can change. Intranets make it possible to provide your audience with “live” changes so they are kept up-to-date, which can limit a company’s liability.
- Supports a Distributed Computing Architecture: The intranet can also be linked to a company’s management information system, for example a time keeping system.

Purpose of Intranet

The purpose of the intranet is for internal communication. Increasingly, intranets are being used to deliver tools and applications, e.g., collaboration (to facilitate working in groups and teleconferencing) or sophisticated

corporate directories, sales and customer relationship management tools, project management, etc., to advance productivity.

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Intranets are also being used as corporate culture-change platforms. For example, large numbers of employees discussing key issues in an intranet forum application could lead to new ideas in management, productivity, quality, and other corporate issues.

NOTES

When part of an intranet is made accessible to customers and others outside the business, that becomes part of an extranet. Businesses can send private messages through the public network, using special encryption/ decryption and other security safeguards to connect one part of their intranet to another. Intranet user-experience, editorial, and technology team work together to produce in-house sites. Most commonly, intranets are managed by the communications, HR departments of large organizations, or some collaboration among these.

REVIEW QUESTIONS

1. Explain the various features of e-correspondence.
2. List the various advantages of e-correspondence.
3. Highlight various e-mail etiquettes.
4. Explain the following terms:
 - (i) World Wide Web
 - (ii) Internet
5. Explain the concept of Intranet and how is it useful?

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