# KLE LAW ACADEMY BELAGAVI

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## STUDY MATERIAL

*for*

## BUSINESS COMMUNICATION

Prepared as per the syllabus prescribed by Karnataka State Law University (KSLU), Hubballi

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# BUSINESS COMMUNICATION
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# UNIT 5

**BUSINESS COMMUNICATION**

## UNIT – I

**Communication-**

Meaning, history and importance communicators and subject matter of communication

Models of communication

Written, oral and body language

Benefit of communication.

Introduction

Totally networked with communication. Advent of fast technology, the world has become a global village. Information sharing among various groups in society at national and international levels has become very smooth, effective and efficient. With the click of small button on computer, you can easily get any information according to your needs and choice. Now the economic power lies in the hands of the countries having very sound information technology network. Communication is important from the point of view of understanding it in terms of a process, system, interactional base and structuring.

**The Concept of Communication**

The word communication has been derived from the Latin word 'communis' that means 'common'. However, communication incorporates, besides commonality, the concepts of transfer, meaning and information. The communication can be defined as the process through which two or more persons come to exchange ideas and understanding among them.

**The definition involves two aspects in communication:**

First, there is something, which is transmitted, such as, facts, feelings, ideas, etc. It implies that there must be a receiver if communication is to occur. The sender of message must consider the receiver while structuring his message from a technical standpoint as well as in delivering it. When the receiver is not considered, there is either no response or there is wrong response.

Second, the definition emphasizes the understanding element in the communication. Sharing of understanding would be possible only when the person, to whom the message is meant, understands it in the same sense in which the sender of the message wants him to understand. Thus, communication involves something more than mere transmission of the message or transmission and physical receipt thereof. The correct interpretation of the message is important from the point of view of organizational efficiency. As such, the greater the degrees of understanding present in the communication, the more the likelihood that human action will precede in the direction of accomplishment of goals.

**How do we define communication?**

# BUSINESS COMMUNICATION

"Communication is something so simple and difficult that we can never put it in simple words," says **T.S. Mathews.**

In his book Communication in Business, **Peter Little** *defines communication as follows:*

"Communication is the process by which information is transmitted between individuals and / or organizations so that an understanding response results."

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

The following definition offered by William Scott appears comprehensive and particularly satisfying to the students of 'business communication' since it touches all aspects of the communication process:

"Managerial communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals."

This definition highlights four imperative points:

1. The process of communication involves the communication of ideas.

2. The ideas should be accurately replicated (reproduced) in the receiver's mind, i.e., the receiver should get exactly the same ideas as were transmitted. If the process of communication is perfect, there will be no dilution, exaggeration, or distortion of the ideas.

3. The transmitter is assured of the accurate replication of the ideas by feedback, i.e., by the receiver's response, which is communicated, back to the transmitter. Here it is suggested that communication is a two way process including transmission of feedback.

4. The purpose of all communication is to elicit action.

**THE COMMUNICATION SITUATION:**

The communication situation can exist in any of the following four components:

1. There is a person (sender or transmitter) desirous of passing on some information;

2. There is another person (receiver) to whom the information is to be passed on;

3. The receiver partly or wholly understands the message passed on to him; and

4. The receiver responds to the message, i.e., there is some kind of feedback.

## THE COMMUNICATION PROCESS

How do we describe communication process?

 "The transmission of the sender's ideas to the receiver and the receiver's feedback or reaction to the sender constitutes the communication process".

The main steps of this cycle are as follows:

1. <u>Input</u>: the information or ideas the sender wants to give the receiver.

2. <u>Channel</u>: letter, fax, phone call, electronic mail, etc.

3. <u>Message</u>: the actual message that is sent.

4. <u>Output</u>: the information the receiver gets

5<u>. Feedback</u>: the receiver's response (or non-response) to the message

6. <u>Brain drain</u>: the possibility of misunderstanding at any step (or Breakdown)


## OBJECTIVES OF COMMUNICATION

1. **STRONGER DECISION MAKING**

   Your ability to communicate effectively increases productivity, both yours and your organization.

2. **INCREASED PRODUCTIVITY**

   With good communication skills , you can anticipate problems , make decisions , co-ordinate work flow , supervise others , develop relationships and promote products and services.

3. **STEADIER WORK FLOW**

   Communication acts as tool for the effective work related flow of information.

4. **STRONG BUSINESS RELATIONSHIPS & ENHANCED PROFESSIONAL IMAGE**

You can shape the impressions you and your company make on colleagues, employees, supervisors, investors, and customers in addition to perceiving and responding to the needs of these stakeholders (the various group you interact with) without effective communication, people misunderstand each other and misinterpret information. Ideas misfire or fail to gain attention and people and companies flounder.

## 5. CLEARER PROMOTIONAL MATERIALS

Your organizations need for effective reach of company name and public promotions are based on effective promotional material such as advertisements , bill boards , online add , posters etc are all communicated for effective message delivery and meaning.

## 6. PROVIDE ADVICE

Giving advice is based on individual-oriented and work-oriented ,advice should not given to the person for pinpointing his mistakes rather it should be helpful for his improvement. Effective advice promotes understanding and it can be a two way process if the subordinate staff given freedom.

## 7. PROVIDE ORDER

Order is an authoritative communication pattern and it is directive to somebody always a subordinate to do something. Orders will be written and oral orders , general and specific orders ,procedural and operational orders , mandatory and discretionary order. Order should be clear and complete ,execution should be possible and given in a friendly way.

## 8.SUGGESTION

Suggestion is supposed to be very mild and subtle form of communication.   Suggestions are welcomed for it is not obligatory to accept them , it can be voluntary and anonymous and submitted through suggestion boxes.

## 9. PERSUASION

Persuasion may be defined as an effort ' to influence the attitudes , feelings ,or beliefs of others , or to influence actions based on those attitudes , feelings , or beliefs. Persuasion can be done to others if you are convinced , you do not impose , you are not rigid are prepared to meet half-way and you can look at the situation from the other person's angle also.

## 10. EDUCATION

Education is a very conscious process of communication ,it involves both teaching and learning by which organizations provide to their employees in the form of training. Education is given for management , employees and outside public.

## 12. WARNING

If the employees do not abide by the norms of the organization warning is a power communication tool and it can be general and specific. Specific warning should be administered in private and after thorough investigation. The aim of the warning should be the organization betterment.

## 13.  RAISING MORALE AND MOTIVATION

Morale stands for mental health and it is a sum of several qualities like courage , resolution , confidence .High morale and effective performance go hand to hand. Motivation is a process that account for an individual intensity, direction , and persistence of effort towards attaining a goal.

## 14. TO GIVE AND RECEIVE INFORMATION

Communication's main idea is to give and receive information because managers need complete , accurate and precise information to plan and organize employee need it to translate planning in to reality. Information will cover all aspects of the business.

## 15.  TO PROVIDE COUNSELLING

Counseling is given to solve employees mental stress and improve the employees productivity.

## 16. TO IMPROVE DISCIPLINE

Finally discipline is the foremost part of any business communication. The various disciplinary codes are effectively communicated to employees through disciplinary codes.

**Essential Features of Effective Communication**

1. Simple language : The language used in the communication should be simple and understandable.

2. Clearness : The communicator should be clear in his mind about the objective of his communication. There should not be any ambiguity in communication.

3. Adequacy of information : It should contain adequate information and should be complete in all respect; otherwise it will not serve the purpose of communication.

4. Proper medium of communication : The communicator should select the proper media of communication by considering such factors as the nature of communication, urgency of communication, distance between communicator and recipient of communication etc.

5. Accurate : An effective communication should be accurate. False and misleading statement will seriously undermine the reputation of the business. It may also lead to expensive litigation.

6. Courtesy: Politeness is, of course, one of the important attributes of good business communication. A polite language should be used in communication. It helps improve business relations.

**Common myths about communication**

- Words contain meaning - Untrue - In fact people attach meaning to words.

- Information equals communication- Untrue- What matters is the degree of similarity between the message sent and the message received.

- Communication is a product you can control. -Untrue -everything said or done conveys a message. Ex. Facial expression or cloths.

- Good speakers are good communicators. -Untrue - Effective communicators listen to the audience and express their thoughts clearly in an understandable way.

**Six rules of effective communication:**

1) Organize your thoughts

2) Don't think about it, think through it

3) Recognize that actions speak louder than words

4) Be concise

5) Always translate your message in to benefits for the other party

6) Listen carefully to the other party.

**Effective communication strategies:**

- The result of the communication is the responsibility of the communicator

- If you are not getting the result you want in communication try something different. Communicate the message in others view point

- Always focus weather your communication is successful in reaching the receiver. No matter whether the message is right or wrong.

- Communication can change reality and it is a effective tool for creating trust.

**History of Communication**

All animal species have perfected a system of communication, but humans are the only species capable of spoken language. Effective communication is essential for a variety of reasons. It serves to inform, motivate, establish authority and control, and allows for emotive expression. For humans in particular, communication is also vital for creating a sense of social cohesion. Just as mankind has evolved over the centuries, our means of communication have followed suit. What began as primitive cave paintings and signed language has morphed into an endless variety of ways to express oneself to other humans.

**Early Communication Methods**

Communication has existed in various forms since man appeared on Earth. The methods, however, consisted of a disorganized set of signs that could have different meanings to each human using them. It wasn't until three million years after man's debut, around the year 30,000 B.C.E, that communication began to take on an intentional, manufactured format. The most well-known form of primitive communication is cave paintings. The artistic endeavors were created by a species of man that appeared around 130,000 B.C.E, the homo sapiens. The method involved creating pigments made from the juice of fruits and berries, colored minerals, or animal blood. These pigments were then used to create depictions of primitive life on the cave walls. The purpose of the paintings has been questioned by scholars for years, but the most popular theory states that the depictions were used as a manual for instructing others what animals were safe to eat.

Other forms of early communication existed, although they were less popular for a variety of reasons. Story telling was used to pass on important information in the days before the existence of the written word. However, since man still lived in separate tribes, this information could not be applied outside one's own tribal community. Drums and smoke signals were also used by primitive man, but were not the most practical means of communicating. Both methods could

attract unwanted attention from enemy tribes and predatory animals. These methods were also difficult to standardize.

- How Languages Came to Be: A discussion of the advent of human language, and the various ways in which it evolved over the years.
- Primitive Art: A website describing early forms of cave painting and theories on why they came to exist.

**Early Handwritten Documents/Books:** Those with the proper education to do so were handwriting books and documents for well over 1,000 years before the invention of the printing press. The word "manuscript" is derived from the Latin term "libri manu scripti" which translates to "book written by hand". Most handwritten manuscripts were written on vellum as paper was not widely available. The majority of books and documents written were of a religious nature. This was due to the fact that writing a religious piece was viewed as a form of worship, and also that most books were written by monks in monasteries. Literacy rates were incredibly low during the time of handwritten books, and few citizens had time for pleasure reading. Only the monks and the very wealthy were given the opportunity to become literate. Two important periods stand out when one is investigating early books. The time between the 7th and 13th centuries was considered the age of the religious manuscript. The 13th century, however, brought about exciting change in the realm of the written word. For the first time, secular books were produced for the sake of spreading knowledge not relating to religion. The catalyst for this change was the rise of universities in Italy, and the return of the crusaders from Byzantium. The Renaissance had begun.

- Important Periods in the History of Books: A description of the periods in history that had a direct impact on the evolution of books.
- Handwritten Books: A website with important handwritten book information.

**Printing Press**  In 1448, a man named Johann Gutenberg revolutionized the way books were made forever. An inventor born in Germany, Gutenberg had a vision of a device that would utilized movable type using blocks with pre-printed text. This method, combined with the use of paper, ink and a printing press allowed for books to be mass-produced, and greatly reduced the price. Gutenberg made his first device by adapting a wine press to remove the water from paper

after printing.   Gutenberg's initial project with his new invention was a reprint of a Latin speech book. When this was a success, he embarked on his most famous printing project- the printing of the Gutenberg bibles. His were the first bibles printed in Europe. Gutenberg's invention took awhile to catch on as the bourgeoisie of the day still wanted to keep the peasants uneducated.

- <u>Johann Gutenberg</u>: An authority of biographical information about Johann Gutenberg.

**Letter Writing and the Postman**   Letter writing has been a means of communication for centuries. However, it was an inefficient means of communicating as one had to wait until another person was traveling before their letter could be sent. In addition, there was no guarantee when, or if, the letter would ever reach its destination. Given that most people never traveled more than 50 miles from the place of their birth until fairly recently, the need for an organized postal system was not a top priority for any country. As with all things, a project will not be funded if it is not deemed necessary.   Enter the United States circa 1775. Ours was a nation with a rapidly expanding population and territory. The first United States Post Office was created in 1775, and Benjamin Franklin was named the first Postmaster General. The system caught on quickly and rapidly expanded. By 1828, the United States had 7,800 post offices which made it the largest postal system in the world. Mail was transported primarily by train, which ran on a schedule and was efficient and reliable. Letter writing also gained popularity as more Americans moved out west and wanted to keep in touch with loved ones back east.

- <u>Smithsonian Post Bibliography</u>: The Smithsonian's history of the United States colonial postal system.
- <u>Colonial Era Communication</u>: A site with general information on communication during the colonial period, including the heated Stamp Act which contributed to the Revolutionary War.

**Telegraph**   Evolution of all things, communication included, involves the desire to perform tasks more quickly and efficiently. This desire was realized with the invention of the telegraph. The logistics of telegraphic communication involve the sending of electrostatically-generated signals through a wire. The system involves three main components- a battery to supply the electricity, a key used to complete or break the circuit, and an electromagnet at the receiving end which consists of a wire that pulls on a piece of metal when electricity passes through it. Attributing the invention to a specific person is a subject of hot debate. In America, the telegraph is attributed to Samuel F.B. Morse, but his 1837 version was far from original. An

Englishman by the name of William Watson had devised a way to send messages via telegraph in1747.

The revolution of the telegraph allowed for instant communication across long distances, something that had previously been unheard of. The technology was particularly useful during wartime to transmit pertinent information, and the first telegraph stations were set up along railroads as the necessary poles were already erected. The telegraph was also popular among the Victorian set. Those of the upper class used the telegraph for personal communications, but those of lower economic status were excluded from the technology due to the cost involved in sending a telegraph.

- <u>The Victorian Internet</u>: A description of how the telegraph was used for personal communication during the Victorian era.
- <u>How Telegraphs Work</u>: A technical breakdown of how the telegraph operates.

**Telephone**

Today we take the ability to use a telephone for granted, but in 1876, Alexander Bell was busy realizing a dream that he hoped would once again revolutionize communication. Like all inventors, Bell was perpetually curious and always on the lookout for empirical evidence of the new and interesting. Bell observed that sound vibrations could be transmitted through the air, and received at the same pitch in another room. Bell wanted to transfer sound and pitch across a wire, and ascertained that this would be possible by reproducing sound waves in a continuous, undulating current. Once proving this theory, Bell realized the same concept could be applied to human speech as it is composed of many complex sound vibrations. A few trial and errors later, and the modern telephone was born.  Given our reliance on telephones today, it is surprising to know that Bell's invention was initially quite unpopular. The telephone did not generate nearly as much excitement as the telegraph had a few decades earlier. This may have been due to the fact that Americans love novelty, and Bell's concept was not entirely new. The telegraph had cornered the long-distance contact market. The lack of popularity may also be attributed to the cost of telephone service. Most original telephone service subscribers were corporations as a year of service cost $72. Residential service cost a family approximately $60 per year. In the 1800's, this was a substantial sum of money to be spent on an unnecessary device.

- <u>Bell's Telephone</u>: Biographical information on Alexander Bell and his original concept for the first telephone.

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- <u>How Telephones Work</u>: A technical analysis of how a telephone operates.

**Radio**

During the early 1900's, a new form of communication and entertainment took the world by storm. What began as short-wave communication used during WWI blossomed into the hottest communication technology of the era once the war had ended. Amateur broadcasting began around 1914, commercial broadcasting didn't hit the air waves until 1920. Radio was unregulated until 1925 when the Federal Communications Commission stepped in. At this point, approximately 2 million homes had radios and there were several hundred stations broadcasting thousands of programs. The technology advanced so fast that new radios were obsolete within 3-6months.

Radios were incredibly popular during the late 1920's and early 1930's due to the Great Depression and also the "flapper" movement. The American people loved to dance, and most other forms of entertainment were too expensive. The technology really took off in 1933 when Edwin Armstrong, "the father of FM radio", invented frequency-modulated radio. By the 1940's, the number of radios in American homes had doubled, and 800,000 FM receivers were produced in 1947.

- <u>The Economic History of the Radio Industry</u>: An explanation of the growth of the radio from an economic viewpoint. Its relevancy lies in the radio's connection to the Great Depression.
- <u>History of the American Radio</u>: An informative bibliographic website which details the development of the radio from its inception in 1891 when Edison patented wireless telegraph communication to the popularity of the radio in the early 1900's.

**Photography**

A picture is worth 1,000 words, or so the saying goes. Unlike other forms of communication photography is a more subjective form of art. A picture can be interpreted a million different ways by a million different individuals, whereas other forms of communication tend to be intent on conveying one message. Most people love to be photographed and man's vain desire to depict himself has been apparent since the discovery of the first cave paintings. Capturing an image of the self guarantees a place a in history for that individual. They are sure to be remembered even after they have passed away. The first attempts at photography began in the early 1800's but had

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poor results. The discovery of using reverse colors, what we today call a "negative", greatly advanced the art of photography.

The process of how a photo was taken and developed remained largely unchanged for 150 years until digital technology caught up. These days a piece of equipment that was once used only by professional photographers is accessible to everyone. There are several varieties of cameras to choose from at any electronics stores, and even cell phones have cameras! Regardless of how much the technology of communication continues to advance over the years, the photo will always hold a special place in history as the pioneer of capturing the human image for eternity.

- <u>Art History Resources on the Web</u>: An exhaustive list of links to all things are on the internet, including a vast section on prints and photography.
- <u>The Effect of Computers on Photography</u>: A student's opinion on how modern advancements in communication technology have impacted the craft of photography.

**Television**

Television made its official debut at the 1939 New York World's Fair. It was seen as an amusing, but unnecessary, appliance and the radio continued to be the favored form of communication. Radio's popularity sky rocketed at the start of WWII as televisions were not yet equipped to provide accurate and timely news. All that began to change in the late1940's. Four million TV sets were produced that year, but a 10-inch screen set cost over $200 making it an unattainable luxury for many families.   As the years passed, prices for televisions dropped and now the majority of homes have at least one television. It is safe to theorize that few forms have communication have had as large an impact on society as television. What was once a luxury item, is now an essential. Ours is a global society obsessed with television. Humans are reliant on their televisions for constant entertainment. Even the news, which was once taken very seriously, has been turned into cheap entertainment by many networks. The repercussions of this reliance on television may not be realized for many years, but they will eventually surface.

- <u>Brief History of the Television History</u>: Information on the progression of television in America.
- <u>Television & Health</u>: A scientific look at the effects of watching too much television.

**Cell Phone**

It may be hard to believe but the first cell phone research began in 1843 when Michael Faraday conducted research to see if space could conduct electricity. Fast forward to 1973, and Dr.

Martin Cooper is credited with inventing the first portable handset. Four years later, cell phones go public. In the 37 years the cellular phone industry has existed, the market has grown from $3 million annually to an industry that commands $30 billion annually. The customer base has also expanded from an initial trial population of 2000 to more than 60 million cellular phone owners in the United States.

Who uses cell phones? Everyone! Cell phones can be found everywhere in modern America. Landlines are slowly becoming obsolete as everyone from senior citizens to elementary school students acquires their own cell phones. The convenience of having a phone at the ready is a concept that is very easy to market, but the fact that higher stress rates have been linked to this phenomenon of constant contact is a commercial you won't be seeing anytime soon.

- <u>History of Cellular Phones</u>: A timeline of cellular phone usage and a technical explanation of cellular phone technology.
- <u>Health Risks of Cell Phones</u>: A report from the Idaho government which documents the numerous health risks associated with cell phone usage.

**Internet**  The original Internet was invented in 1967 for military purposes. An Internet in its most basic form is simply a group of computers able to connect to each other and share information. This included electronic mail (email) and the use of sites containing vital information (websites). Once the Internet started to catch on it was used primarily by corporations for collaboration purposes.  Today the Internet is available everywhere and to everyone. It is used for a variety of reasons including socializing, conducting research, and advertising. It has even surpassed the television as a source of communication because you can receive any information you want instantaneously. One click of a button and a website will load with whatever information you have requested.

- <u>Internet Timeline</u>: A website with information about the Internet from its primary conception to what we know and use today.
- <u>Changing the Way We Communicate</u>: A site with a variety of links on the different ways to communicate and research on the Internet.

**Social Media and Blogging**  Social media defined is a special class of websites designed to meet three specific criteria. These criteria include-the majority of the content on the site is user generated, there is a high level of interaction between social media website users, and the websites are easily integrated with other websites. One of the most popular social media

platforms is blogging. A weblog or "blog" was first developed in 1997. A blog makes it possible for any person with Internet access to create a type of website without having to be familiar with any form of HTML coding that is generally necessary to create a website. Blogs are replacing journals as a form of self expression for many young people today. Social media and blogging have had a significant impact on personal and professional relationships. Reputations have been made and destroyed with a few keystrokes. Yet, having a web presence is vital in today's society and economy. Does your company want to market a product to young adults? You can find them on the Internet. Do you want to increase your popularity, and see and be seen? Create a social media site devoted exclusively to you. The social lives of many young people today revolve around social media and blogging, and this isn't necessarily healthy. You lose a sense of reality when all of your communication is conducted electronically.

## Different Communication Models

Some of the famous and frequently used communication models used nowadays.

Shannon's Model:

One of the earliest models of communication that introduced was Claude Shannon's model. This was introduced in 1948. This laid the foundation for the different communication models that we have today, and has greatly helped and enhanced the communication process in various fields. This model can be considered as the granddaddy of many later communication models.

The diagram above clearly illustrates how communication takes place, and also helps one to determine what could go wrong. In Shannon's model, the information source typically refers to a person, who then sends a message with the use of a transmitter. This transmitter could be any instrument today, from phones to computers and other devices. The signals that are sent and received can be vary depending on the method of communication. The box at the bottom called NOISE refers to any signals that may interfere with the message being carried. This again would depend on the method of communication. The receiver is the instrument or the person on the other side that receives the. This model is the simplest models to understand the workings of the communication process.

**Berlo's Model:**

Another famous communication model is Berlo's model. In this model, he stresses on the relationship between the person sending the message and the receiver. According to this model, for the message to be properly encoded and decoded, the communication skills of both the source and the receiver should be at best. The communication will be at its best only if the two points are skilled. Berlo's model has four main components and each component has its own sub components describing the assisting factors for each.

**Schramm's Model:**

Schramm on the other hand, emphasized in 1954 that both the sender and the receiver take turns playing the role of the encoder and the decoder when it comes to communication. These models have been followed by various other models such as the 'Helical' model, Aristotle's models and several other models. You should always keep in mind that each of these models has both their advantages and disadvantages. While some communication models try to break down the whole process in order to make it easier to understand, they are not always as simple as they seem. There are several complexities involved in communications models. This is one thing that needs to be carefully understood in the process of understanding how these models work.

## TYPES OF COMMUNICATION:

## Oral Communication:

When messages or information is exchanged or communicated is orally is called oral communication. It is word based communication system but in oral form. Most of the time, we use oral communication. Executive spend 60 to 90 percent of their time talking to people. Face to face conversations, group discussions, counseling, interview, radio, television, telephone calls etc.

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**Definition:**

According to Ricky W. Griffin, "Oral communication takes place in face-to-face conversations, group discussions, telephone calls and other circumstances in which spoken word is used to express meaning."

According to Bovee and others, "Oral communication expresses ideas through the spoken word."

According to S. K. Kapur, "Oral communication takes place when spoken words are used to transfer information and understanding form on person to another."

**Principles of oral communication**

1. Clear pronunciation: Clear pronunciation of message sender in the main factor or oral communication. If it is not clear, the goal of the message may not be achieved.
2. Preparation: Before communicating orally the speaker should take preparation both physically are mentally.
3. Unity and integration: The unity an integration of the speech of the message sender is a must for successful oral communication.
4. Precision: Precision is needed to make oral communication effective. The meaning of the words must be specific.
5. Natural voice: The speaker's must not be fluctuated at the time of oral communication. On the other hand artificial voice must be avoided.
6. Planning: Organized plan is a must for effective oral communication. The speaker should take proper plan for delivering speech.
7. Simplicity: The speaker should use simple an understandable words in oral communication. It should be easy and simple.
8. Legality: The speaker's speech should be legal and logical at the time of oral communication.

9. Avoiding emotions: At the time of oral discussion, excessive emotions can divert a speaker from main subject. So, the speaker should be careful about emotion. The speech must be emotionless.

10. Acting: Many people lose concentration after listening for a few minutes. So speech must be emotionless.

11. Efficiency: Speakers efficiency and skill is necessary for effective oral communication.

12. Vocabulary: Words bear different meanings to different people in different situations. In oral communication, a speaker should use the most familiar words to the receiver of the message to avoid any confusion in the meaning of the words.

**Medias or ways or techniques or channels of oral communication:**

- **Non mechanical channels**
- **Mechanical channels**

**Non mechanical channels:**

**Conversation**: conversation means the informal discussion among the people. When one person discusses his views, opinion to another person and exchanges their views in the presence of both then it is called face to face conversation. It also includes the face-to-face discussion on a particular issue. In this method both the information receiver and sender can exchange their views freely and fairly.

**Interview**: It suggests a meeting between two or more persons for the purpose of getting a view of each other or for knowing each other. When we normally think of an interview, we think a situation in which an employer tries to size up an applicant for a job. The employer's aim is to know whether the applicant can be fit for service to this organization and the applicant's aim is to find whether the job being offered by the organization can be suitable to him. Its first, the

speaker asks questions to the listener and then the listener answers the question. There are three major techniques of interview. They are as follows:

Direct questioning

Non-directive interview and

Guided interview

**Does speech**: Speech means what the speaker says in front of the audience. It is fully audience-oriented system. Generally the political leaders, the managers, the business man or the workers' leaders use this system sometimes. It can build tension or it can relax tension. This system is practiced in public gathering at company meetings, inauguration and seminars etc. In needs to considerable skills otherwise it is not effective.

**Group discussion**: Group discussion is a popular method of oral communication. Management arranges group discussion to take a decision on a special matter. Group discussion is very helpful to human relation, idea getting an idea development and training.

**Formal training courses**: Effective communication can be performed through formal training courses. It is a wide used technique of oral communication. Both the trainer and the trainee can exchange their views directly.

**Meeting**: Meeting means the formal group discussion about a specific predetermined topic or subject. Meeting members to get together and discuss about a problem or issue or a special matter. There are several types of meeting such as –

- Security meeting
- Minutes meeting
- Social meeting
- General meeting itself

**Counseling**: Counseling is an effective medium of **oral communication**. Generally it held yearly or bi-yearly. It is adopted by the higher authority for their followers.

**Committee**: Committee is an organization. The committee meeting is a popular technique of oral communication. Special decision is taken through face to face discussion of a committee meeting.

**Special prize-giving ceremony**: Sometimes the businessmen can meet with others arranging a special prize giving ceremony for the workers. In this ceremony the businessmen can exchange their views and ideas orally.

**Conference**: Conference is a kind of meeting at which participants exchange views and talk together. A conference may be held to exchange views on some problem being faced by the organization or some other issue related to it and it may even suggest a solution but the suggestions from a conference are not binding. They are more in the nature of the recommendation.

**Lectures**: Lecture is used to create an understanding of a topic or to influence behavior, attitudes of the trainee through spoken words. The lecture is telling someone about something. The method is an effective way to introduce new information or concepts to a group of learners who gathered at on place. A lecture is given to enhance the knowledge of the listener or to give him the theoretical aspect of a topic.

**Informal communication**: Informal communication is another technique to exchange information orally. It can be occurred in the playground, tea table etc. In those situations both the boss and subordinate can exchange their views informally.

**Others**: Invitation to a lunch, Brainstorming, Advisory board, Inspection of factory and office.

## Mechanical channels:

**Mobile or cell phone:** A mobile phone (also known as a cellular phone, cell phone and a hand phone) is a portable telephone that connects to the telephone network over the radio wave transmission. It connects to a wireless communications network through radio wave or satellite transmissions.

**Radio:** Radio is the indirect media of oral communication. It is a one-way communication system. The receiver can only hear the message from the sender. The receiver cannot reply.

**Television:** Television is also the indirect media of oral communication. It is a one-way communication system. Here, receiver cans here the messages and side by side see the sender. The receiver cannot reply.

**Video conference:** Video conference is a kind of teleconferencing communication where people staying in different corner or locations and participate in a face-to-face group meeting or group discussion through the help of electronic video camera technology.

**Teleconferencing:** Teleconferencing is a kind of communication where people staying in different corner or locations and participate in group meetings or group discussion through electronic telephone technology.

## Advantages of oral communication

**Time saving**: When action is required to be taken immediately it is best to transmit a message orally. If the executives work load is high then they stop writhing and by oral instructions they complete their message transmission and released their work load and also it saves time.

**Cost savings**: Cost is involved in any communication. When the communication is needed within the organization and if it and is completed in orally, it has not needed any paper, pen or stamp or computer. So it saves the money of the organization.

**More powerfu**l: Speech is a more powerful means of persuasion and control. Therefore executives often prefer to transmit messages orally.

**Effectiveness**: With the help of variations in the tone, pitch and intensity of voice, the speaker can convey shades of meaning. This factor also contributes to the effectiveness of oral communication.

**Immediate feedback**: The speaker can get immediate feedback on whether it is creating a favorable impression on the receiver or whether the receiver will protest or whether the receiver

has receiver has clearly understood his meaning or is feeling perplexed or baffled and he can mold and adjust his message accordingly.

**More suitable**: The employees felt more suitable when the message transmits in orally. They get an opportunity for feedback and clarification.

**A relationship develops**: Oral communication is mostly carried out helps to promote friendly relations between the parties communicating with each other.

**Flexibility**: By the demand of the situations oral instructions can be changed easily and for these cases maintain the formalities are not necessary. So it is very much flexible and effective.

**Easiness**: It is so easy method of communication. It needs little preparation to send a message. No need of pens, pencils and other writing equipment's which are needed in written communication.

**Correction of errors**: If any error is expressed at the time of oral communication. It was possible to rectify at that time or within a very short time.

**Informal communication**: In **oral communication**, no need to maintain such formalities which are needed in written communication. So it is easy and helpful to any organization.

**Motivation**: In oral communication system, top executives and sub ordinates staff can sit face-to-face and exchange their views directly, so sub-ordinates are motivated day by day.

**Special applications**: Oral communication is more helpful in communicating messages to groups of people at assembly meetings etc.

**Maintaining secrecy**: Interested parties of oral communication can maintain the secrecy of messages easily.

**Disadvantages of oral communication**

**No record:** In oral communication, messages are difficult to record. So it is impossible to preserve the message for future.

**Expensive:** It is also expensive media of communication. Sometimes the audience can be managed by paying T. A and D. A. On the other hand Technological devices that are used in this system are costly.

**Distortion of the word:** If distortion of the word occurs in oral communication then main goals of the organization may be filed.

**Inaccuracy:** There is very possibility of inaccurate messages to reach the destination. So, the reverse result of expected plan may be occurred.

**Limited use:** The scope of usage of oral communication is limited. It is not suitable for lengthy messages. It should be sued for short message.

**Probability of omitting main subject:** Sometimes, main subject may be omitted to express a word for communicating. So, expected result may not be achieved.

**Confused speech:** Sometimes the receiver fails to understand the meaning of a message due to habitual productions of the speaker.

**No legal validity**: there is any legal validity of the oral message. As, the oral messages are not taped and kept records, so it can be denied easily if the situation goes against the speaker.

**Late decision**: It takes time to reach a decision. At the beginning stage, sometime is killed in the discussion of any personal matters. Besides some time is also wasted for irrelevant discussion. In this way decision making is delayed.

**Less important**: In oral communication, meaningless speech can mislead the main effects of the communication. But when the information comes out in written, we take it seriously.

**Lack of secrecy**: In oral communication, the important and secret information may be disclosed.

**Defective**: Oral communication is defective for company's policy, procedure, programs, law and other important information.

**Creates misunderstanding**: The speaker often gives message without having properly organized it earlier. So, it is possible that he may not be able to make himself properly to communicate with the receiver. As a result, misunderstanding May develops.

**Cause of failure of oral communication:**

**Overconfidence**: Self-confidence is necessary to *communicate orally*. But over-confidence can destroy the objectives of communication.

**Language problem**: Speaker's language must be understandable to the receiver. Otherwise the communication may be failure.

**Business of sender**: One of the major causes of failure of oral communication is the business of the speaker. Often oral communication is completed rapidly. So the subject matter of the communication may not be clear to the receiver.

**Poor or defective presentation**: Accurate presentation of information is necessary for all kinds of communication. In oral communication pour a defective presentation causes the **communication failure**.

**Emotions**: The speaker or sender should control his or her emotion at the time of exchanging information. Otherwise the communication may be failure.

**Lack of planning**: Oral communication can be failed due to un proper plan. Before exchanging information the communicator should take proper plan.

**Sluggishness**: Sometimes it takes much time of communicator to complete the communication of a little matter. So the receiver may lose his patience.

**Receiver's ability**: Effective oral communication largely depends on the ability of the receiver. If the receiver of the message is unable to understand the objectives of the message the **communication** may be failure.

**Personality and status**: Effective oral communication also depends on the personality and status of the communicator. If the receiver takes the speaker less-personality, the communication may be failure.

**Inattention**: Receiver's attention is a must for effective oral communication. If the receiver's are less attentive, the goal of the communication cannot be achieved.

**Other**: Lack of evolution, Interruption by the receiver, Usages of difficult words and sentences, Negligence of the receiver.

# Written Communication:

The communication which is performed through any written document is called **written communication**. When messages or information is exchanged or communicated in written form is called written communication. It is a word based communication system. Memos, letters, reports, notes, email etc.  Is used to transmit meaning in written communication.

**Definition:**

According to Bovee and others, "Written communication is the expression of ideas through words that are meant to be read."

According to C.B. Mamoria, "A written communication process is always put into writing and generally used when the audience is at a distance or when a permanency of record is required.

According to Ricky W. Griffin, "Written communication is the message that is encoded and transmitted in written form."

According to R. Pal and J.S. Korlahlli, "Everything that has to be written and transmitted in the written form falls in the area of written communication."

## Characteristics of a good written communication:

**Easy language**: Easy language should be used in written communication. The sentences of written communication must be understandable to the reader.

**Structure**: Definite structure must be followed in drafting any written document. Every written form has its own structure.

**Accurate and precise**: A well written document must be accurate and precise. Written communication insists on greater accuracy and precision.

**Direct speech**: Direct speech should be used in written communication. Indirect and passive sentences must be avoided.

**Paragraph design**: A good written communication bears a paragraph design. Paragraphing is also important to clear communication.

**Error-less**: A well written document must be free from error in both grammar and language.

**You-attitude**: There must be your attitude in written communication. The reader can be impressed for this.

**Personal and organizational images**: A good written communication bears the personal image of the writer. It also increases the organizational image as a whole.

## Advantages of written communication:

1. It has the advantage of providing records, references, etc. In the absence of ready reference, great confusion may be created and the working of the organization will virtually come to a halt.

2. It promotes uniformity in policy and procedure. It is the only means of laying down clear guidelines for the working of the organization.

3. It gives access to a large audience through mass mailings. It is common practice on the part of well known organizations to reach out to people at large and win customers through wisely

drafted 'mail shots' or unsolicited circulars. For example whenever a new brand of two-wheeler is introduced in the market, or a bank comes forward with some attractive deposit/investment scheme it manages to get names and addresses of all the members of an institution/organization offering them their services on easy terms.

4. Maintenance of proper records, letters, reports and memos builds up legal defenses of the organization. Organizations usually have their legal advisors who cannot be of any help unless proper records are made available to them.

5. Good written communication builds up the organization's image. It is not at all surprising, therefore, that the outgoing letters/messages of certain well-known companies are cited as examples to be emulated.

6. Written communication has the advantage of being accurate and unambiguous. Great care has to be taken in drafting any letter, memo or report so that the message is effectively conveyed. Oral communication may often give rise to confusion because every speaker has his own way of putting himself across.

7. The growth of an organization is promoted, to a large extent, by reference to its old, well maintained records and minutes of the meetings.

8. Written communication facilitates proper assignation of responsibilities. One may sometimes go back on words spoken, but not on his words put on paper. Moreover, the lower staff behaves more responsibly, and also feels secure, when communication is sent in writing.

## **Disadvantages of written communication:**

1. Written communication runs the risk of becoming ineffective in the hands of people otherwise good in their job, but poor in expression. That is why it is a serious concern of a modern organization to recruit people who are very good in expression, especially in letter and report writing ability.

2. Written communication is also a costly process. It costs a lot in terms of stationery and the number of people involved in typing and sending out letters.

3. Written communication is mostly handicapped by its inability to get immediate feedback. Both encoding and transmission of the message take time, resulting in immediate delays. It is, therefore, a time-consuming process.

4. Written communication has another disadvantage. Immediate clarification is not possible in exchange of written communication. If the receiver of a written message at a distance seeks some clarification, he cannot have it as quickly as he would like to. He will have to write pack and wait for the reply to his query.

5. Written communication creates mountains of paper cluttered around the premises of the organization. It is common sight in offices, and the staff has tough time trying to handle it. Very often valuable papers get lost. The managers, therefore, have to be extra careful to keep sensitive material in his own custody.

# Visual communication

### Meaning of visual communication

The communication which is done through sight is called ***visual communication***. Such as facial expression, gesture, eye contact, signals, map, chart, poster etc. it also includes graphic design, illustration and animation, books, print, magazines, screen-based media, interactive web design, short film, design for advertising, promotion, corporate identity and packaging design etc.
Visual presentation of information and data is having an increasing impact on our practical life. In spite of having impact on our life, visual communication is not alone sufficient for exchanging information. For example to indicate 'danger' we use red sign, to indicate 'no smoking'; we use an image showing a lighted cigarette with across mark on it etc. So, *visual communication* is a communication where the ideas and information can be read or viewed through the means of visual aid.

## Advantages of visual communication

Now-a-days, most of the business organizations are using visual techniques to present the information. It is becoming very popular day by day. Visual presentation is beneficial for many reasons. Some of them are as follows:

1. **Effective for illiterate receiver**: If the receivers are illiterate, the visual communication will be more effective to exchange information. They can easily understand the information that is presented visually.

2. **Helps in oral communication**: Visual techniques can be used with **oral communication**. Oral communication becomes more meaningful if graphs, pictures and diagrams are used with it.

3. **Easy explanation**: Everyone can explain the meaning of it very easily. Easy explanation has made the visual techniques more popular.

4. **Simple presentation**: Complex information, data and figures can be easily presented very simply on graphs, pictures and diagrams.

5. **Prevents wastage of time**: Visual techniques help to prevent the wastage of time. Written and oral communication takes much time to exchange information. But number of receivers can be communicated at a time through visual methods.

6. **Helps in quick decision**: Visual communication helps to take quick decision. So management prefers visual techniques to communicate with others.

7. **Popular**: Visual communication is very much popular because people do not like much speech and long explanation rather than a chart of a diagram.

8. **Others**: Artful presentation, Ads impact to the information, quicker understanding.

## Disadvantages of visual communication:

There are some **limitations of visual communication** as follows:

1. **Costly**: The visual methods of communication are more costly than those of other methods. To draw maps, charts, diagram is costly. That is why only large company or organization can use this technique.

2. **Complex presentation**: Sometimes visual presentation of information becomes complex. The receivers cannot understand the meaning of the presentation.

3. **Incomplete method**: This technique is considered as an incomplete method. Visual presentation is not sufficient to communicate effectively and clearly but also it can be successfully used with oral communication.

4. **Wastage of time**: Sometimes visual techniques take much time to communicate. Whereas **oral communication** takes no time to exchange information.

5. **Difficult to understand**: Difficult to understand and requires a lot of repetitions in visual communication. Since it uses gestures, facial expressions, eye contact, touch etc. for communicating with others which may not be understandable for the simple and foolish people.

6. **Problem for general readers**: General people are not prefers to communicate through visual communication with others. Sometimes it cannot create an impression upon people or listeners. It is less influential and cannot be used everywhere.

7. **Others**: Ambiguity, situational problem, delays in taking decision.

# Non-Verbal Communication

## Meaning:

When messages or information is exchanged or communicated without using any spoken or written word is known as nonverbal communication. **Non-verbal communication** (NVC) is usually understood as the process of communication through sending and receiving wordless messages. Non-verbal communication is a powerful arsenal in the face-to-face communication encounters, expressed consciously in the presence of others and perceived either consciously or unconsciously. Much of non-verbal communication is unintentional people are not even aware that they are sending messages. Non-verbal communication takes place though gestures, facial expressions, eye contact, physical proximity, touching etc.

## Definition:

According to L. C. Bove and others, "Non-verbal communication is communication that takes place through non-verbal cues: through such form of non-verbal communication as gesture, eye contact, facial expression, clothing and space; and through the non-verbal vocal communication known as Para-language."

According to Lesikar and Pettit, "Nonverbal communication means all communication that occurs without words (body movements, space, time, touch, voice patterns, color, layout, design of surroundings.)"

According to Himstreet and Baty, "Non-verbal communication includes any communication occurring without the use of words."

## Characteristics of non-verbal communication:

**No use of words**: Non-verbal communication is a communication without words or language like oral or written communication. It uses gestures, facial expressions, eye contact, physical proximity, touching etc. for communicating with others.

**Culturally determined**: Non-verbal communication is learnt in childhood, passed on to you by your parents and others with whom you associate. Through this process of growing up in a particular society, you adopt the taints and mannerisms of your cultural group.

**Different meaning**: Non-verbal symbols can many meanings. Cross-culture aspects give various meanings to same expression in respect of non-verbal communication.

**Vague and imprecise**: Non-verbal communication is quite vague and imprecise. Since in this communication there is no use of words or language which expresses clear meaning to the receiver.

**May conflict with verbal message**: Non-verbal communication is so deeply rooted, so unconscious, that you can express a verbal message and then directly contradict it with a nonverbal message.

**Largely unconscious**: Non-verbal communication is unconscious in the sense that it is usually not planned nor rehearsed. It comes almost instantaneously.

**Shows feelings and attitudes**: Facial expressions, gestures, body movements, the way you use your eyes – all communicate your feelings and emotions to others.

**Informality**: Non verbal communication does not follow any rules, formality or structure like other communication. Most of the cases people unconsciously and habitually engaged in *non-verbal communication* by moving the various parts of the body.

## Advantages or functions or importance of non-verbal communication:

**Complementary**: Non-verbal cues complement a verbal message by adding to its meaning. You can pat someone you offended at the back as you say sorry to him or her.

**Easy presentation**: Information can be easily presented in non-verbal communication through using visual, audio-visual and silent means of non-verbal communication.

**Substituting**: Non-verbal message may substitute for the verbal message especially if it is blocked by noise, interruption, long distance etc. for example: gestures-finger to lips to indicate need for quite, facial expressions- a nod instead of a yes.

**Accenting**: Often used to accent a verbal message. Verbal tone indicates the actual meaning of the specific words.

**Repeat**: Used to repeat the verbal message (e.g. point in a direction while stating directions.)

**Help to illiterate people**: This type of communication use gestures, facial expressions, eye contact, proximity, touching etc. and without using any spoken or written word. So, it is very much helpful for illiterate people.

**Help to handicapped people**: Non-verbal cues of communication greatly help in handicapped people especially to deaf people. Deaf people are exchange message through the movements of hands, fingers, eye ball etc.

**Attractive presentation**: Non-verbal communication is based on visual, picture, graph, sign etc. that can be seen very much attractive.

**Reducing wastage of time**: The message of non-verbal communication reached the receiver very fast. For this reason it reduces the wastage of valuable time of the communicator.

**Quick expression of message**: Non-verbal cues of communication like sign and symbol can also communicate some messages very quickly than written or oral messages.

## Disadvantages or limitations of non-verbal communication:

**Vague and imprecise**: Non-verbal communication is quite vague and imprecise. Since in this communication there is no use of words or language which expresses clear meaning to the receiver. No dictionary can accurately classify them. Their meaning varies not only by culture and context but by degree of intension.

**Continuous**: It is possible to stop talking in **verbal communication**, but it is generally not possible to stop nonverbal cues. Also, spoken language has a structure that makes it easier to tell when a subject has changed, for instance or to analyze its grammar. Nonverbal does not lend itself to this kind of analysis.

**Multi-channel**: while watching someone's eyes, you may miss something significant in a hand gesture. Everything is happening at once and therefore it may be confusing to try to keep up with everything. Most of us simply do not do so, at least not consciously.

**Culture-bound**: Non-verbal communication is learnt in childhood, passed on to you by your parents and others with whom you associate. A few other gestures seem to be universal. Evidence suggests that humans of all cultures smile when happy and frown when unhappy. However, most nonverbal symbols seem to be even further disconnected from any "essential meaning" than verbal symbols. Gestures seen as positive in one culture (Like the thumbs-up gesture in the USA) may be seen as obscene in another culture.

**Long conversations are not possible**: In non-verbal communication, long conversation and necessary explanations are not possible. No party can discuss the particular issues of the messages.

**Difficult to understand**: Difficult to understand and requires a lot of repetitions in ***non-verbal communication***. Since it uses gestures, facial expressions eye contact, touch etc. for communicating with others which may not be understandable for the simple and foolish people.

**Not everybody prefers**: Everybody not prefers to communicate through non-verbal communication with others. Sometimes it cannot create an impression upon people or listeners. It is less influential and cannot be used everywhere. It is cannot be used as a public tool for communication.

**Lack of formality**: Non-verbal communication does not follow any rules, formality or structure like other communication. Most of the cases people unconsciously and habitually engaged in non-verbal communication by moving the various parts of the body.

**Costly**: In some cases non-verbal communication involves huge cost. For example, neon sign, power point presentation, cinema etc are very much costly compared to others form of communication.

**Distortion of information**: Since it uses gestures, facial expressions, eye contact, touch, sign, sound, paralanguage etc. for communicating with others, there is a great possibility in distortion of information in non-verbal communication.

BODY LANGUAGE PICTURES

Defensive standing position

Closed body and closed attitude

Open body and open attitude
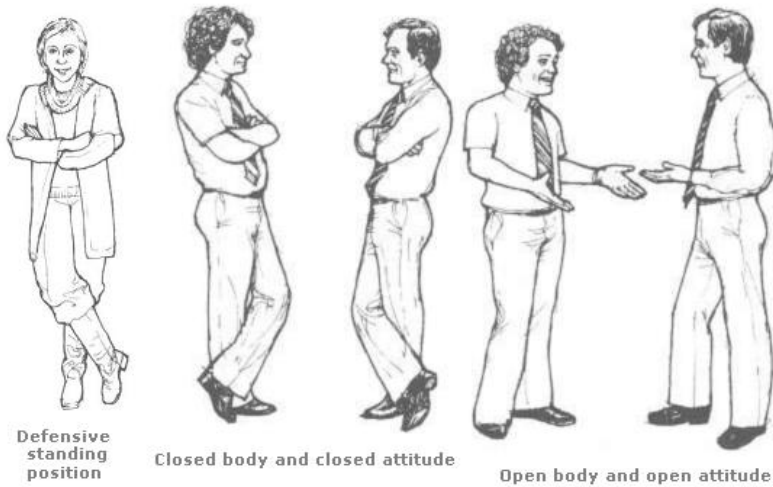
# Benefits of Communication:

The benefits of effective communication: Effective communication reduces the incidence of misunderstanding and consequent errors, and enables employees to be more readily aligned to the vision and leadership of the organization, and to work more efficiently. This in turn reduces the opportunity for disharmony, discontent or dissatisfaction, and supports a healthy working culture. Effective communication enables managers to be more aware of the internal and external pressures on employees, and promotes the opportunity for flexible and efficient management – for example by enabling the provision of suitable interventions in the instance of sickness absence, care issues or bereavement hat might benefit from temporary, flexible working arrangements.

## 1. Communication is the Basis of Organisational Functioning:

It is only when necessary communications are made to subordinates and operators; about their jobs that action on their part is possible. In fact, communication is the petrol which drives the vehicle of the organisation.

**2. Communication as an Aid to Planning:**

Communication is an aid to the process of decision-making in general; and planning, in particular. Any type of decision-making (including planning decisions) requires, among other things, basic information about the enterprise resources and limitations, and the external environmental factors, which must be supplied i.e. communicated to the management by suitable agencies. In fact, much of the accuracy of planning would every much depend on the accuracy of information communicated to the management, in this regard.

**3. Communication as an Aid to Leadership:**

Communication is very basic to the process of exercising interpersonal influence, through leadership. A leader communicates the objectives, policies, rules and procedures of the enterprise to followers and also communicates the necessary work-orders, instructions and guidance to them, for the proper execution of the intended jobs, to be performed by the group. The members of the group i.e. followers would communicate their problems, needs and performance to the leader. The better is the communication system existing between the leader and his followers; the better are likely to be the results, produced by the group, during the process of exercising leadership.

**4. Communication as an Aid to Co-Ordination:**

Co-ordination is greatly facilitated when persons doing similar work or related aspects of work, are in perfect mutual understanding with one another – as to the manner and approach to work-performance. Such mutual understanding among people interest, is largely an outcome of free communication allowed to exist among them; through which they can reconcile their differences and agree on a common approach to work performance. Hence, communication is a good and great aid to achieving co-ordination of individual efforts.

**5. Communication Helps in Overcoming Resistance to Changes and Ensures their Implementation:**

People, in general, resist to changes when changes are either not properly communicated to them or the purpose behind introducing such changes is not explained to them. Through communication, the management can convince people of the desirability of introducing organizational changes; overcome resistance to them and prepare a base for their implementation.

**6. Communication as the Basis of Good Human Relations:**

Communication promotes good human relations, in the organizational life. Apparently communication is transfer of messages; while intrinsically it is transmission of understanding among the sender and the recipients of messages. A free flow of communication, through facilitating transmission of understanding paves the way for the development of good human relations in the organisation.

In particular, communication helps to resolve mutual differences; helps in redressal of grievances and becomes the basis for:

1. Sound manager subordinate relations

2. Sound labor management relations

**7. Communication Helps in Building Good Public Relations:**

Good public relations comprise relations of the enterprise with outside agencies, particularly consumers and the public at large. Many business enterprises, now-a-days, maintain a separate 'public relations department which basically entertains problems, complaints of the public and assures them of their solution. What process the public relations department follows in building good public relations, is largely a process of entering into communication with the public communicating to the public and being communicated by it.

**8. Communication as an Aid to Controlling:**

The essence of controlling is the remedial action initiated by management to correct deviations in actual performance, as against the planned standards. Such remedial action is possible, only

when the actual performance of people and the deviations from standards are communicated to management, for controlling purposes.

## 9. Communication Facilitates Delegation of Authority:

Delegation of authority is entirely based on the process of communication. A superior communicates the job assignment, necessary instructions etc. to the subordinate; and the latter, in turn, communicates his problems, difficulties and progress of work to the former. Maintaining open lines of communication between the superior and the subordinate, is a prerequisite for successful delegation of authority.

## 10. Communication as Pervading All Walks of Organizational Life:

Communication is needed in personnel matters, like recruitment, selection, training, orientation, and placement etc. of employees. It is needed for purposes of motivating subordinates. Enforcement of discipline, in the organisation, requires communication of the rules of organisation to all members of the organisation. As a matter of fact, communication pervades all walks of organizational life.

**UNIT – II**

**Business communication**

Need for business communication,

Errors in communication namely

1. Wrong communication,
2. Partial communication and
3. No communication,

Pre-requisites of good business communication and 7C's.

**What is Business Communication?**

**Business communication is the process of sharing information between people within and outside a company.**

Effective business communication is how employees and management interact to reach organizational goals. Its purpose is to improve organizational practices and reduce errors.

The importance of business communication also lies in:

- Presenting options/new business ideas
- Making plans and proposals (business writing)
- Executing decisions
- Reaching agreements
- Sending and fulfilling orders
- Successful selling
- Effective meetings

## Types of Business Communication

**Internal, Upward Communication**

This type of business communication is **anything that comes from a subordinate to a manager** or an individual up the organizational hierarchy. Leaders need information to flow upwards to have a true pulse on the operations of the company. Most communication that flows upward is based on systematic forms, reports, surveys, templates and other resources to help employees provide necessary and complete information.

For example, a sales report might include the total number of pitches, along with the actual sales. It may also ask for feedback such as a summary of problems or successes that management would like to track.

**Internal, Downward Communication**

This is any type of communication that comes **from a superior to one or more subordinates**. Communication might be in the form of a letter, a memo or a verbal directive. Leaders should keep communication professional and clear with subordinates. For example, a memo regarding a new operations procedure might involve safety requirements and new regulations. There should be no room for interpretation of the safety requirements; the language should concisely explain exactly what needs to happen.

**Internal, Lateral Communication**

Lateral communication is the **talking, messaging and emailing among co-workers in the office**. This might be cross-department communication or just internal department dealings. An example of a scenario involving cross-department communication is where the fulfillment manager has a question about a special order, and is requesting clarification from the sales representative via an email or office messaging system. Those in the same department might communicate to provide updates on status reports and coordinate schedules. Co-workers should always be encouraged to communicate in a respectful and professional tone when at work.

**External Communication**

External communication is any **communication that leaves the office** and deals with customers, prospects, vendors or partners. It could also involve regulatory agencies or city offices. Sales presentations or marketing letters need to be exciting to generate interest from the customer but they also need to be factually based. When corresponding to outside entities for partnerships or other business administration needs, state the purpose and be concise in communication, whether oral or written. Respect people's time by getting to the point and stating your request.

**How Do the Levels of the Communication Hierarchy Work in an Organization?**

Communication builds relationships, including the working relationships that let people within a company coordinate their efforts for the common good. To avoid overlaps or holes in work that would undermine coordination, growing small businesses eventually have to construct an organizational structure. Not only does the structure establish everyone's place, but it also establishes a communication hierarchy. That hierarchy rests on the connections established in the structure. These connections dictate formal communication channels. The authors of "Management: Meeting and Exceeding Expectations" call these formal channels "designated pipelines for messages," stressing the open flow of communication that keeps a small business operating smoothly.

**Upward Flow**

Communications in companies flow up, down and across the levels of an organization. Communication flowing up the chain of command gives management valuable information about the company's state of affairs. Feedback, reports, customer information, suggestions and work needs all flow from subordinate to manager. As a small-business owner, you don't have to passively wait for these communications to happen. Tools that encourage open communication from level to level include surveys, regular meetings, an open door policy and allowing employees to participate in advisory panels.

**Downward Flow**

Communications that flow down from one level to the next range from operational to strategic matters. Day-to-day matters include supervisor directives, feedback, training and appraisals. Starting at the top with the owner, though, management must also provide leadership by communicating broader concerns — guiding principles, such as the company's vision, mission and strategic goals. Keeping these relevant drives the business along its proper track. Besides one-on-one and group meetings, tools to transmit messages include newsletters and blogs, social media, procedure manuals, reports, memos and letters.

**Lateral Movement**

Levels in the communication hierarchy establish how people and departments communicate across the organization. People of the same or similar level communicate among themselves. The managers of departments do as well. These horizontal communications allow people to coordinate efforts so that one hand knows what the other is doing. Horizontal communication also includes external contacts with suppliers and customers. The information gleaned can then be shared with departments or team members. Besides direct contact and written messages, horizontal communication relies on tools such as toll-free numbers and email support.

**Structural Effects**

A company's type of organizational structure affects its communications. In the traditional setup — the boss on top, managers beneath and employees at the bottom — the tight, formal hierarchy makes for controlled, formal communication channels. Most new small businesses have looser, informal organizations and more free-flowing information — less designated pipeline, more rivers cutting channels as they will. A small-business owner relying on teams instead of management levels to accomplish goals — the team structure —necessarily emphasizes horizontal communication among team members. Unconstrained by formal bureaucratic channels, information spreads quickly. Rapid communication makes a company flexible and responsive.

## Methods of Business Communication:

# BUSINESS COMMUNICATION

When business communication actually happens, it's either **verbal** or **written**. Furthermore, communication takes place either **in person/face-to-face** or **remotely.** Neither of these is better or worse for your company on their own and entirely depends on the context. Written communication is great for keeping a paper trail of decisions and actions made as well as for putting together strategies and plans in place. Verbal interactions enable instantaneous idea generation and a more open flow of thoughts. Some companies are in a single office. Some have offices in various time zones. Others are fully remote and don't have a physical location.

## 1) Web-based communication

This includes everyday communication channels like emails and instant messaging applications (such Hangouts). The benefits of emails and messages lie in the ability to lead private conversations in a busy office environment, as well as sharing a message with many people—from a few to hundreds—all at once.

## 2) Telephone meetings

Phones removed the location barrier to running productive, fast-moving meetings. It allows for better idea exchange thanks to the non-verbal communication (tone of voice) compared to written communication. **Cloud phone systems** can accelerate on boarding and overall team collaboration.

## 3) Video conferencing

Great video conferencing systems enable people at remote locations to run meetings that feel as close to in-person meetings as possible. They take phone meetings one step up.

## 4) Face-to-face meetings

In-person meetings can help a business move forward with ideas quickly. Research shows that in-person meetings generate more ideas than virtual meetings. However, having a rock-solid meeting agenda is essential for effective meetings. 46% of employees rarely or never leave a meeting knowing what they're supposed to do next.

## 5) Reports and official documents

Documenting activities that impact other people and departments is a crucial part of a well-oiled business communication system. The ability to refer to a written document at any moment reduces the chance for confusion or disagreement and provides extra clarity in communication.

**6) Presentations**

Presentations supported by reports and PowerPoint slide decks are often how meetings with larger groups are conducted.  These are great for sharing new ideas in a way that creates space for questions and any clarifications.

**7) Forum boards and FAQs**

An internal area for employees to refer to frequently asked questions on various departmental topics and to ask new ones that will make them more productive and up-to-date on a matter.

**8) Surveys**

Both internal and **customer surveys** are an ideal way to gather feedback and ratings on important topics. Surveys facilitate a healthy cycle of feedback-supported improvements and open a communication channel between all levels inside an organization.

**9) Customer management activities**

This can include any customer relations activity. Examples include live chat support, customer relationship management (CRM) systems, customer on boarding process, **customer reviews**, and more.

**CHARACTERISTICS OF EFFECTIVE BUSINESS MESSAGES**

Effective business messages have common basic characteristics

1. **Provide practical information** : Business messages usually describe how to do something , explain why a procedure was changed , highlight the cause of a problem or a possible solution , discuss the status of a project , or explain why a new piece of equipment should be purchased.

2. **Give facts rather than impression**: Business messages use concrete language and specific details. Information must be clear, convincing, accurate and ethical. You must present hard

evidence (not just opinion) and present all sides of an argument before you commit to a conclusion.

3. **Clarify and condense information** : Business messages frequently use tables , charts , photos , or diagrams to clarify or condense information , to explain a process , or to emphasize important information.

4. **State precise responsibilities** : Business messages are directed to a specific audience. Therefore , you must clearly state what is expected of , or what you can do for, that particular audience.

5. **Persuade others and offer recommendations** : Business messages frequently persuade employers , customers , or clients to purchase a product or service or adopt a plan of action. To be effective, persuasive messages must show readers just how a product, service or idea will benefit them specifically.

## SIGNIFICANCE OF COMMUNICATION IN BUSINESS

### *Healthy organizational environment:*

The organizations are the social systems formed on the basis of mutual interest. The mutual interests are safeguarded by various activities of planning by the management. They must skillfully apply the communication systems to keep the healthy organizational environment. It must be remembered that the activities of the management and the employees in any business organization are governed by social as well as psychological laws. If the management has to keep the healthy organizational environment and healthy relations with the individuals from outside, other business houses, government authorities, etc., it must use the communication channels and media effectively. Sociologically, organizations are social systems in which people have their individual as well as social roles and status.

### *Management-employee relations:*

A genuine interest in other people, their groups and organizations is required for strong and stable personal relations and for the success of business activities of the businessman who is genuinely interested in others, shares their hopes, aspirations, successes and disappointments. As organizations need people and people also need organizations, people can use organization and organization can use people to reach their objectives by communication properly with each other. When the objectives of the organization are made clear to the employees, the workers are motivated to work in that direction. It should be made clear that the organization cannot survive, if its objectives are not reached; and if the organization does not survive, there would be no chances of employment opportunities in it. The employees and the management should develop the link of communication for better mutual understanding and encourage each other to achieve their self-interests.

### *The external and internal communication network:*

Every business finds it necessary to maintain both the internal and external communication. The communication between the management and the workers is an internal communication. The management must be well-informed about the internal activities of the organization. They require the information about the efficiency, qualifications, capabilities and the training of the workers and also about the production, marketing and sales capacity of the organization.

The progress and profitability of the organization depends upon how well the management and the employees are informed about these matters and what steps are taken by them in order to improve the situation. When the management is informed about some faults related to job assignments, exact designation of the officers and their decision-making, the responsibilities of the employee, etc., the management making, the responsibilities of the employee, etc., the management will make necessary changes and the business can thrive after the relevant changes are made.

The dynamics of the internal system influence the activities of the external system. Communication about the product studies and market analyses flow smoothly between persons of equal status, between friends and between persons who support and encourage one another. The conflicts growing out of the internal system of the group can binder the communication regarding external activities. The manager must give attention to both the internal and the

external group systems. The effective internal network of communication is essential today because of the large size of the business houses.

They have their branches and sub-branches, which are further divided into functional departments. Some business organizations are spread over the different places in the country. These divisions and branches maintain a link with the management of the central organization. The appointments, designations, relationships, responsibilities, objectives and all the activities and duties determined by the division of work are communicated and assigned to the branches by the central management of the organization.

## *Functionalisation*

The division of work into different kinds of duties can be called functionalisation. For example, the difference between an office supervisor and an operator's assembly or machine shop supervisor is a functional one. This idea of functionalisation is found in most of the business organizations today. Functionalisation naturally leads to specialization. The most salient feature of this age is specialization. There are specialists who acquire a vast knowledge and experience in their limited subject. This specialized knowledge, training and experience will be useless if it is not communicated. The accountants, engineers, scientists and the experts of many kinds must be able to communicate their knowledge to the management and the employees. The company may get benefit by the advices, suggestions and information provided by these experts.

## *The complexity of business activities:*

Though specialization has brought great benefits to the business organizations, it has rendered modem business activities into an extremely complex phenomenon. As the specialization is most fundamental to modern civilization, the industrial society cannot exist without it.

In an organization, planning, finance, accounts, purchase, production, advertising, marketing, stores, sales, labor-welfare, cultural activities, adjustments of complaints and claims and a number of other activities are handled by the people who have developed unique skills and knowledge in their fields. As these functions are assigned to different departments, they have to coordinate among themselves by communicating with one another horizontally.

They must communicate with the management to which they are responsible for organization is more complex and difficult to coordinate than the original group of workers, which is not divided into different kinds of duties. The managers and the supervisors must be well versed in communication skills in order to bring coordination among the functionalized group. The productivity gains of the specialization can be achieved only if the harmonious human relationship and coordination of departmental activities are well maintained.

### *Trade unions: labour problems*

The businessmen are mostly after productivity gains and other economic and technical benefits. Sometimes, this tendency of the businessmen comes in conflict with the problems, which are primarily human. The employees are now more conscious of their rights than before. They are organized into trade unions, which continuously demand for rights of the employees, better working conditions and dignity of the labor. The progressive employers are convinced that there ought to be some ways of effective communication between the management and the workers to develop better employee's satisfaction and a sense of security.

If the insecurity and frustration of employees is successfully dispelled by the management, the employees feel motivated for better working. In order to satisfy the security needs of employees, a number of companies have started welfare programmes based on custodial model of organization, which is popularly known as paternalism by which employees depend on the organization for their security and welfare. As the success of the custodial approach depends on the economic resources of the organization, the management must be able to communicate with the employees regarding the financial state of the organization and should motivate them for better work in order to make the organization financially strong enough to support its employees

### *Globalization and the language problem*

Modern business relationships have spread worldwide and the communication links play a significant role in establishing and strengthening such relationships. Multinational business can help the economic as well as social development; therefore, it can also be regarded as a social institution. When a business expands beyond national boundaries, it is also a step into different legal, political, social, economic and educational environments. With the expansion of business,

the communication links are also lengthened because of which the control of the multiple business activities becomes more difficult.

It is hard enough to run a multinational business in one language. When there are number of other language in a country and the overall languages are used as a medium of communication, the management faces the compounded difficulties. The complexity of the business increase to the maximum. Under these circumstances, the management has to put its communication skills to their limits.

## *Participation and delegation:*

Participation, cooperation and team-work of the management and employees can yield best results because of their common commitment to goals that encourage better performance. Participative managers communicate with their employees. They ask for the opinions, views, suggestions and recommendations of the employees in the decision making process so that they work together as a team. But the benefits of participation in decision-making process may not be substantial if the superiors neglect the delegation of authority. The delegation of authority trains and develops the efficiency of the subordinates and reduces the manager's burden of performing the duties of routine nature.

The delegation of authority can be communicated in oral or written form, but it is always better to use the written form in order to avoid the conflict and confusion. In participatory management, the manager retains the ultimate responsibility of his unit, but he shares the operating responsibility with the employees who actually perform the work. This gives a sense of involvement and satisfaction to the employees who work with high morale to achieve the objectives of the organization as the manager seeks participation of the employees in policy matters and decision making.

# Errors In communication

**Communication Errors or Issues That Can Occur in the Workplace**

Communication errors or issues typically occur in the workplace because of hectic schedules and busy professional lives.  Resolving communication problems quickly prevents the situation from becoming worse and disrupting work flow or spreading to include other employees. Poor communication occurs at every level. Choosing the best mechanism to deliver the message ensures that the recipient fully understands the contents. Despite the fact that today's business environment provides so many opportunities to communicate, problems arise when information is incomplete, incorrect or obsolete. Overcoming obstacles to good communication include advocating active listening, writing messages for a specific audience and using visuals to enhance written words.

## Handling Unwarranted Criticism

Business professionals make presentations and conduct brainstorming sessions on a regular basis. Communication breaks down, though, when co-workers don't completely engage in conversations. They miss important details that later lead to misunderstandings and hurt feelings or worse. Constructive criticism provides needed input, but argumentative behavior usually leads to long-term problems. By remaining calm and focusing on the problem at hand, employees can handle these communication issues. One technique involves asking to have the problem restated. Employees should avoid making defensive statements and overstating the problem. By expressing genuine interest in understanding the criticism, an employee gains perspective and can deal with the situation in a rational manner.

## Dealing with a Crisis

Communication problems occur in a crisis situation if no natural leader emerges to provide guidance and direction. Adequate contingency planning can avert these occurrences, but in the event they do happen, preventing gossip, rumors and inconsistencies help people remain calm. For example, during a financial crisis, communicating honestly and openly with employees, customers and business partners enables leaders to maintain confidence and deal with the situation without causing more long-term consequences.

**Using Excessive Jargon**

When business professionals use idiomatic phrases, they often don't translate to other languages or cultures. Similarly, the use of excessive technical jargon makes reading email, newsletters or documents harder for the reader. When used in informal team meetings, this type of shorthand communicating makes sense, but it becomes a problem when people misinterpret the message or lose interest. To keep communication friendly and easy to read, avoid using excessive jargon.

**Dealing With Rejection**

When the message is bad news, people tend to agonize/worry over what to say. This may lead to delays in communicating. This in turn causes its own problems. Dealing with difficult situations such as poor performance reviews, disciplinary action or canceled projects can be challenging and stressful. By providing facts and reasons, successful business professionals communicate effectively and deal with the situation rather than avoiding it and putting it off, which doesn't rectify the situation.

## Avoid the 7 Most Common Business Communication Errors:

Most employees rate their managers as average to poor presenters. Here are the seven most common communication errors made by managers and executives, according to a survey of more than 5000 employees in a broad range of industries and job specialties:

**Presenting without a purpose.** Many executives seem to be communicating just to hear they talk, because those they are presenting to can't discern a relevant purpose to the presentation.

**Presenting without complete understanding**. Many employees report that their managers and executives present information and ideas that are either extraneous or irrelevant, because they don't really understand their circumstances.

**Being dull and monotonous**. Or even worse, attempting to open a presentation with a lame joke or anecdote.

**Saying too much**. Many employees (and customers) report feeling overwhelmed by a flood of information that seems random and disjointed.

**Assuming the listener/audience "Gets it."** More than 70% of employees report having conversations with managers, or listening to presentations from them, in which they "don't really understand" the information being presented.

**Assuming the listener/audience agrees**. Just because a presentation ends with loud applause doesn't mean that the audience agrees with the speaker, or buys into their perspective.

**Ending with a loud thud.** Both one-on-one communications and group presentations too often end with little more than polite smiles and applause, and both parties being grateful the ordeal is over.

So what can you do to avoid these errors? Here are seven effective strategies to help you communicate in a way that's clear, concise and relevant to employees and customers:

**1. Begin at the End**

Almost every effective business communication is in some way a "call to action" and we should pre-determine the specific outcome or action you want to achieve.

- Do you want an employee to change their work habits?

- Do you want a customer to buy your product?

- Do you want the shareholders to approve the merger?

Decide in advance a specific objective that requires action or commitment on the part of your audience. If you can't think of a specific outcome that requires action of commitment, then maybe you should be asking yourself if the communication is really necessary at all. Because if the only purpose is delivery of data, there are probably more efficient ways of doing it .

**2. Listen First, Speak Second**

Every presentation, every conversation, and virtually every other interpersonal communication should begin with questions that enhance the speakers understanding of the other person (or

group). Admittedly, this rarely happens. Most speakers and presenters are so focused on THEIR message that they forget the real priority is the other person.  Of course questions take time, and listening to answers takes even more time, but if we want to consistently communicate in a way that's relevant to others, we have to make sure that we truly understand their perspective.

## 3. Earn Attention

Never assume you have someone's full attention, because most people have a multitude of thought and ideas flowing through their mind at any one time.  Their mental "noise" consists of everything that distracts them including noise in the literal sense, physical or emotional discomfort, personal problems, negative attitudes, or distracting mannerisms. This is why gaining attention – EARNING attention – is an important prerequisite for effective communication. Some people do this with an amusing anecdote, or a compelling personal story, and this works well in many circumstances if you have the ability to do it naturally. But you can also gain attention by presenting new information (the results of a surprising new research study, etc.) that's directly relevant to their situation.

## 4. Present with Brevity

Oscar Wilde was quoted as saying "Brevity is the soul of wit." It's also the soul of effective business presentations. Whether you are delivering a keynote address, presenting a proposal to a prospective customer, or introducing yourself to a new employee, the essence of clear communication is brevity.  When you commit yourself to concise, succinct communication it forces you to think through your most important points and to present them without a lot of "fluff" or extraneous information.

We're living in the age of 30-second commercials, and most people expect you to make a point pretty quickly, and then move on to your next point, and your next, etc. Lengthy, drawn-out explanations or stories will do nothing but bore most people. So even if you have to deliver fairly intricate, complex information, break it up into information "packets" or "chunks" then make sure each element has "payoff" for the audience.

## 5. Confirm Understanding

This means a lot more than just asking "Do you understand?" In fact, you can always assume that when you ask employees directly if they understand you, the answer will be "yes" whether or not they really do understand. And you can assume the same thing of customers, because sometimes they don't know they don't understand. You can ask questions that indirectly let you know whether they "get it" without putting them on the spot. Then, if you realize that they in fact don't fully understand what you've been trying to communicate, you now have an opportunity to explain again. But remember, repetition isn't communication, and if they didn't understand something the first time, don't just repeat yourself – find a new way to present the information.

## 6. Confirm Acceptance

Understanding and accepting your message are two very different things. An employee may fully understand the basis of your criticism, or a customer may accurately comprehend the logic of your proposal. But that doesn't mean they ACCEPT what you have presented. And again, asking "Do you agree?" isn't an effective method; although that is essentially the information you're after. Genuine acceptance of a concept presented by management, or by another worker, goes a long way towards ensuring active participation, and harmonious cooperation, in the workplace. Acceptance of the information contained in a proposal goes a long way toward closing a sale. And the key to confirming acceptance is again to ask subtle questions that reveal acceptance without putting the listener on the spot.

## 7. Advocate Action

Wrap up you communication with a specific "call to action." This is the moment where you propel your abstract ideas or theoretical knowledge into the world of reality. Good ideas that aren't translated into some sort of action rarely last. And in most cases the action should be two-sided (remember, communication is reciprocal) so you've got to do your part as well as ask others to do theirs. Your first exposure to these ideas may seem a little overwhelming at first, but you'll find that if you focus on them one at a time, letting yourself improve your

communication efforts gradually, you'll eventually develop an exceptional ability to communicate in a clear, concise and relevant manner you can be proud of.

## When Communication Goes Wrong in Business:

## Clarify the Assignment:

Give rock-solid instructions from the start. Not everybody knows what you know. So make it as easy as possible for them to get it right without over whelming them.

## Clear the Air:

When communication goes wrong, then it's time to clear the air. Especially if you intend to work with the person again and learn from the situation. Clear documentation gives you a place to start the fresh Communication. Clearing the air can save you future headaches. It gives you a chance to see where everyone is coming from, improves on the relationship for potential future business, or prepares you to make a different choice.

## Cut Your Losses:

-Some professional relationships just don't work. If you find out that you paid for something that the other person doesn't have the skill to deliver, then you have to move on to a team that can provide what you need.

## Create a System:

Regardless of your choice to continue the relationship or cut your losses, every communication issue highlights an opportunity to put a few simple systems in place. The goal is to make communication flow better the next time. These systems don't have to be complicated, just consistent.

For example, create questionnaires for new clients and standard email communication for fresh assignments so that all work requests are documented. The plan is to build a better business, and better communication plays a major role.

# Partial Communication:

### Unclear Goals:

An employer provides the description of a job when it advertises a position. This, in itself, is not enough. When you select a person to fill the position, take the individual through the job description face to face. People have different ways of interpreting a job posting. If the company does not communicate its expectations, the new employee gets confused and ends up underperforming. Unclear goals lead to poor communication and frustration.

### Cultural Diversity:

The world is turning into more of a global village. It is common to find people from different backgrounds and locations converging in the same workplace. This diversity, encouraged in businesses, still can prove a cause of poor/incomplete/partial communication. Different cultures have their own way of interpreting things, especially with nonverbal language.

For instance while pointing with the index finger is normal to Americans, the Asians consider it rude. If the company does not bridge the differences, there is a danger that misunderstandings will arise.

### Poor leadership:

Employees look to their leaders to provide direction in the workplace. If the people at the work have poor leadership skills, the chances of having poor communication are high. Incompetent leaders exhibit indecisiveness and fail to inspire confidence in their subordinates or over-exert control and pass on poor communication to their employees. They may also be unable to answer queries raised by the employees, leaving subordinates in the dark over what to do.

### Personal Issues:

Though you encourage employees not to let personal matters interfere with their work, there are times when it is hard to divorce a person from situations the individual may be facing outside of work. A distracted employee is irritable and may wrongfully communicate disrespect

and lack of interest in the job. Give distracted employees some time off, where necessary and possible, to allow them deal with a personal matter.

**Demoralization:**

  Demoralized employees lose interest in the company. They may be present at their workstation but only do the expected and nothing more. Employees gets demoralized when they are unappreciated, disrespected or not given a chance to use their creativity and skills at work. Such employees do not communicate anything extra other than what is necessary, leading to weak lines of communication. When you respect employees, they are more creative, productive and alert.

# No Communication

Communication problem in a business does not only happen between managers and subordinate alone, it can also affect customers. When there is a breakdown of communication from the head to the necessary department, it will affect the operation in the workplace and eventually the customer. When this happens begins to expect low patronage, low sales and low profits.

- It impedes/hinder progress.

- Destroys customer and client relationship

- Silence

- Not answering when asked something

- Blank staring

- Mutual Hatred

- Having difference in opinions

- Bad Listeners.

- Increase problems that go with been unemployed example:

- Health challenges like: depression, insomnia.

- Others are social ills, financial crisis etc.

## Pre-requisites of good Business Communication:

**(1) Clarity of Information:**

Commenting on the 'communication realism' Terry says that first essential of effective communication is to 'inform yourself fully'. It implies that first of all the communicator must be clear in his mind with the information he wants to communicate. Communication should always be in common and easily understandable language so that it may not be misunderstood by the persons receiving it.

**(2) Adequacy of Message:**

The message to be communicated should be adequate and complete in all respects since incomplete information turns out to be dangerous from the viewpoint of business. The adequacy of information being transmitted depends upon the intellectual capabilities of parties concerned.

**(3) Consistency of Message:**

The message to be communicated should not be mutually conflicting rather it should be in line with the overall objectives, policies, programmes and procedures of the organisation. Self-contradictory messages always create chaos and confusion in the organisation which is highly detrimental to the efficient running of the enterprise. If the message is amended from the previous one, the fact should be clearly stated so that the chances of confusion can be reduced.

**(4) Feedback:**

Feedback is an important method of ensuring effective communication. It refers to the confirmation of the idea communicated whether the message has been understood by the receiver in the same sense in which the sender makes or whether the recipient is agreed or disagreed to the proposal of the communicator, makes it essential on the part of the sender to confirm it from

the receiver. In case of face to face communication, it is easier to get feedback information observing the emotions and expressions on the face of the receiver. But, for written communication, the management should devise or evolve suitable means and ways for making communication more effective.

### (5) Understanding the Receiver:

Understanding is the main aim of communication. The communication must create proper understanding in the mind of the receiver. Killian advised, "communicate with an awareness of the total physical and human setting in which the information will be received. Picture the place of work; determine the receptivity and understanding levels of the receivers; be aware of social climate and customs, question the information's timeliness. Ask what, when and in which manner you would like to be communicated with if you were in a similar environment and position."

### (9) Timing and Timeliness:

Proper attention should be given to the timing and timeliness of the communication. The same message will be received or responded differently by different individuals and groups at one time and differently by the same individuals and groups at different times. Even in an emergency one dare not overlook the situational, psychological and technical aspect of timing. Moreover, it is also necessary that information should be given in time as out-of-date information is as bad as or worse than none at all.

### (10) Support with Action:

It is highly necessary that the actions of the communicator should support his communication. This is because action speaks louder than words. The most persuasive communication, it should be noted, is not what one says but what one does.

### (11) Listening:

A very important aspect of effective communication is that executives and supervisors should be good listeners. It is dangerous to be inattentive or indifferent when others are attempting to communicate. The ten commandments of American Management Association

state: "Listening is one of the most important, most difficult and most neglected Skills M communications.

It demands that we concentrate not only on the explicit meanings another person is expressing, but on the implicit meanings, unspoken words, and undertones that may be far more significant. Thus, we must learn to listen with the inner ear if we are to know the inner man. "

**(12) Environment of Trust and Confidence:**

F.E. Fischer has pointed out that 'communication grows best in a climate of trust and confidence'. Every effort should, therefore, be made to win confidence by reporting facts honestly. Employees need to be convinced and feel that the company is truthful and sincere in its contacts.

Paul Arnold, President of Arnold Bakeries: "If your employee's relation programme is a sound one, if your intent is true, if your people believe in that intent, and in that truth, then and only then you are successfully communicating."

**(13) Keeping the System Always Alive:**

The system of communication should be kept open and alive all the year round. It is only by honest attempts that good communication relations can be developed.

## PRINCIPLE OF EFFECTIVE COMMUNICATION – 7C'S

1. **Completeness**

2. **Conciseness**

3. **Consideration**

4. **Concreteness**

5. **Clarity**

6. **Courtesy**

7. **Correctness**

**Completeness:**

Message Receiver- either listener or reader, desire complete information to their question. e.g. suppose you are working with multinational company who is engaging with engineering goods, like A.C. Now let say one of your major customer wants some technical information regarding "thermostat" (because he wants to convey the same to the end users). In this case you have to provide him complete information in a short span of time. If possible, provide him some extra information which he does not know, in this way you can maintain a good business relation with him, otherwise he may switch to another company.

**Conciseness:**

Conciseness means "convey the message by using fewest words". "Conciseness is the prerequisite to effective business communication." As you know that all businessmen have very short time. Hence a concise message saves the time and expenses for both the parties.

### *How to achieve the conciseness?*

For achieving the conciseness you have to consider the following. 2. Avoid wordy expression 3.Includeonly relevant material 4.Avoid unnecessary repetition.

### *Avoid Wordy Expression*

E.g. Wordy: - at this time. Instead of "at this time" you can just use only a concise word: - NOW, Always try to use "To the point Approach" in business scenario perspective.

When I **started** my own **business**, it has given me a whole **new perspective** to see the **bigger picture** when it comes to finding a **work / life balance**.

### *Clear and concise version:*

Starting my own business has given me a new perspective on work / life balance.

### *Include only relevant information*

• Always try to provide only relevant information to the receiver of the message. Let's say one of your customers requested

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• For clients of the company

    -in reply you should provide simply list of clients at the panel of your company.

    -No need to provide detailed business information about client at all.

• Observe the following suggestions to "Include only relevant information."

• Stick to the purpose of message Delete irrelevant words Avoid long introduction, unnecessary explanation etc. Get to the important point concisely.

### *Avoid un-necessary Repetition*

Sometimes repetition is necessary for focusing some special issue. But when the same thing is said without two or three reasons, the message become wordy and boring. That's why try to avoid Un-necessary repetition.

### *Some ways to eliminate unnecessary words*

Use shorter name after you have mentioned the long once. e.g. Spectrum communications Private limited use spectrum. Use pronouns or initials E.g. Instead of world trade organization use WTO or You can use I T for Information Technology. (Keeping in views that receiver knows about this term

## Consideration:

Consideration means – To consider the receiver's Interest/Intention. It is very important in effective communication while writing a message you should always keep in mind your target group consideration is very important "C" among all the seven C's.

### *Three specific ways to indicate consideration*

• Focus on "you" instead of "I" or "We"

• Show audience benefit or interest of the receiver

• Emphasize positive, pleasant facts. Using "you" help you, but over use lead a negative reaction.

*Always write a message in such a way how audience should be benefited from it.*

• We attitude: "I am delighted to announce that we will extend to make shopping more."

• You attitude:   "You will be able to shop in the evening with the extended hours." Readers may react positively when benefit are shown to them. Always try to address his/her need and want. Always show/write to reader. what has been done so far as his/her query is concerned. And always avoid that his/her need and wants. Always avoid that has not been done so far.

## Concreteness:

It means that message should be specific instead of general. Misunderstanding of words creates problems for both parties (sender and receiver). When you talk to your client always use facts and figures instead of generic or irrelevant information. The following guidelines should help you to achieve the Concreteness.

• Use specific facts and figures

• choose image building words e.g. General He is very intelligent student of class and stood first in the class

## Clarity: *Accurately is purpose of clarity*

In effective business communication the message should   be very much clear. So that reader can understand it easily. You should always choose precise words. Always choose familiar and easy words. Construct effective sentences and paragraphs. In business communication always use precise words rather longer statements. If you have a choice between long words and shorter one, always use shorter one. You should try your level best to use familiar/easy to understand words so that your reader will quickly understand it

*Familiar*          *Next familiar words*

1-after              subsequent

2-home              domicile

3-for example      e.g.

4-pay                    remuneration

5-invoice            statement for payments

# Courtesy:

Knowing your audience allows you to use statements of courtesy; be aware of your message receiver. True courtesy involves being aware not only of the perspective of others, but also their feelings. Courtesy stems from a sincere you-attitude. It is not merely politeness with mechanical insertions of "please" and "Thank you". Although Appling socially accepted manners is a form of courtesy. Rather, it is politeness that grows out respect and concern for others. Courteous communication generates a special tone in their writing and speaking

### *How to generate a Courteous Tone?*

Suggestions for generating a courteous tone:

- Be sincerely tactful, thoughtful and appreciative.
- Use expressions that show respect for the others Choose non discriminatory expressions be sincerely Tactful, Thoughtful and Appreciative Though few people are intentionally abrupt or blunt, these negative traits are common cause of discourtesy.

- Avoid expression like those in the left hand column below; rephrase them as shown in the right-hand column

**Tactless, Blunt**

- Stupid letter; I can't understand

- It's your fault, you did not  properly read my latest FAX

**More Tactful**

- I should  understand it, as there is no confusing word in this letter, could you please explain it once again?

- Sometimes my wording is not precise; let me try again

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**UNIT – III**

**Business Letters**

Characteristics of a good business letter.

Enquiries,

Quotations,

Orders and

Complaints,

Response,

Announcements

## BUSINESS LETTERS:

Business Letter is a letter which is used by organizations to communicate in a professional way with customers, other companies, clients, shareholders, investors, etc. Business letter uses formal language and a specific format.

Companies use it to convey important information and messages. An individual can also use it while writing an application for a job, cover letters, or any formal document.

### Business Letter Definition

A letter written for business purpose is a business letter. Inquiry letter, offer letter, order letter, cover letter, notices, termination of employment are some of the business letters.

### Importance of Business Letter:

Businessmen must establish contact with the people and then only they can develop their organisations. Importance of communication is very great in business life There was a time when the size of business was normally small and varied means of communication were not available, direct meetings or face-to-face communication was practised by the businessmen. Later on, the policy of sending representatives for direct contacts was introduced. All these methods have their limitations.

# BUSINESS COMMUNICATION

The importance of business letters as the cheapest and most extensive form of communication was first realised in USA and UK and now this method has been accepted as the best method of communication all over the world. This has been possible with the introduction of ever growing postal services. In the meantime standardisation of the form and the style of business letters have made them more popular and acceptable by all.

The commercial correspondence has a language of its own which is markedly different from personal letters. Day by day improvements are being made in the form and the style of business letters making them more impressive, meaningful and compact.

A large number of books on the subject are available in the market in the aid of the business world. Invention of different machines for the purpose makes business letters fast in production and in distribution.

## Advantages of Business Letter:
**Communication through letters occupies the largest share in the total volume of communication because of the following advantages:**

(1) Letters are less costly than other means of communication.

(2) Letters can be sent to long distant places by post within a short time. Of course, letters may be sent by messengers within neighbouring areas.

(3) Letters are drafted after proper thinking and planning and so the subject matter can be presented in a systematic and logical way.

(4) The ideas conveyed in letters are clear and free from ambiguity.

(5) The size of a letter may be big or small as required.

(6) Letters simultaneously provide evidence and exact copies can be retained.

(7) Same communication may-be made to a number of persons at a time, through duplicating or printing.

(8) Many unpleasant and delicate matters which cannot be spoken face to face or through mechanical devices can be written in letters in a discreet language.

(9) Letters are suitable for all types of communication.

(10) There is standardisation in form and style readily acceptable by the business world. Even internationally accepted code language is used.

**Essentials of a good business letter:**

**Clarity:**

A letter must have clarity. The underlying message should be expressed in clear terms. Care should be taken to avoid ambiguity. The purpose of communication should be made clear. Whether it is to inform, invite, reiterate, emphasize, remind, announce, seek participation or clarity and correct the earlier message, the purpose should clearly be stated. If a letter writer is writing a letter on behalf of somebody else, it should be done after obtaining clear instructions. There are occasions when one may receive a letter informing the date and the venue of a meeting without an accompanying invitation or request to attend.

The reader or the receiver of the communication, in such an instance, will be in a dilemma. Is the invitation intended and implied but not specifically stated? Or is the letter just meant to be informative and no invitation is being extended? One way or the other, the message should be clear. Just imagine the embarrassment that is caused when people not meant to be invited turn up at the venue and have to be turned back or when people who have to attend the meeting feel there is only intimation and no invitation and hence fail to turn up! When this happens due to lack of clarity in communication, any business suffers. This is just one example. A letter writer should be conscious of this and exercise due care.

**Impact:**

The letter should create the necessary impact. Behind every letter there is an objective and the letter should have a clear purpose. The purpose of writing a letter is not just to reach out to the customer. Every letter has an intended impact which must be felt. To create the desired impact, it

is often necessary to lay emphasis. Emphasis can be laid in many ways. It can be done by proper positioning—placing them in an important position. It can be done by repetition.

It can be done by underlining or using a larger type or font. Similarly, to create the right impact, the letter writer should address the letter to the right person. The right person is the specific person who is the target of the communication, and whose action or response the business considers to be of value.

Creating an impact also calls for establishing an appropriate wavelength. The letter writer should write keeping in view the skill, knowledge, and status and comprehension ability of the reader or the addressee. Yet another requisite of an impact-creating letter is coherence. It is necessary to use words, phrases and clauses clearly, so as to form balanced sentences. Coherence seeks to establish a proper relationship and links sentences to make the intended message clear. Coherence brings consistency and orderliness to the encoded message.

A letter succeeds in creating the desired impact when it ensures purpose orientation, lays the right emphasis, establishes an appropriate wavelength and is coherent. Some of the common questions asked or statements made in relation to these attributes are:

1. What is one trying to convey? (Purpose orientation)

2. Which of these is really urgent(Emphasis)

3. Is it too elementary or is it an overhead transmission? (Wavelength)

4. What is the sequence? (Coherence)

It is necessary to give due attention to these areas and build up skills so that the letters become impact-creating.

**Relevant Information:**

The letter should provide the relevant details forming part of the message. Facts, figures, illustrations and other such information, which are accurate and reliable, as well as relevant to the context of the communication, should be incorporated in the letter. The principle of communication that we are referring to here is also known as adequacy or completeness. A

communication can be said to be complete only when it contains all the facts and details which the receiver needs to know in order to respond or act on the basis of that communication.

Not giving all the required details leads to protracted correspondence, loss of customers or lack of response. Worse still, although non-submission of full details maybe due to an oversight or inadequate attention to details, the receiver may infer that there is a deliberate attempt to withhold or conceal facts and figures. Imagine a letter received from a departmental store announcing the opening of a new branch and seeking your patronage that does not give details of the new address or timings. Another requirement of a business letter is concreteness. A communication is said to be concrete when it is specific, definite and to the point and not vague and generalized. Often the letters are so rambling in nature that one can imagine the reader screaming, 'Please come to the point and be specific.' A concrete letter does not ramble and is sharp and focused.

**Brevity:**

Any good communication—oral or written—should necessarily incorporate this essential feature. Brevity is a very important attribute for any business letter. For everyone connected with business, time is of essence. The time that one can allot for reading business letters is certainly limited. The receiver does not have unlimited time to spare towards reading and re-reading the letter and drawing out the message in its entirety.

On the contrary, any business letter is competing with a huge mass of business-related and other communication targeted at the receiver, waiting to catch attention and time. Recognizing this, any business will have to value the receiver's time. Brevity in letter writing, therefore, is a must. Long letters, whatever are their merits, are often kept aside for 'later reading'. Brevity in communication is also referred to as conciseness. Conciseness refers to the skill of conveying what one wants to convey in the fewest possible words, without sacrificing completeness or courtesy. Conciseness eliminates unnecessary words and phrases, repetitive sentences and keeps the letter focused.

A good letter makes economical use of words. Brevity is a skill that a business communicator must develop. As people move up in an organizational hierarchy, their ability to condense messages into brief and focused letters counts for a lot. In typical bureaucratic and hierarchical

work situations, one can see the 'drafts' of letters prepared by the junior staff moving upwards tier by tier 'for final approval' and much time and effort are wasted if brevity is not ensured.

**Simplicity:**

Simplicity is the hallmark of any good communication. Simplicity refers to the ease of understanding. Simple writing is the opposite of complex and involved writing. The art of simple writing is mastered through conscious effort and practice. A letter written in a simple, easy, informal style using easily understood words catches the attention, and makes an impact. Simplicity in writing does not, however, necessarily imply simple or plain thoughts.

The thoughts may be complex, and the subject quite complicated, but the manner of expression or presentation is kept simple. It takes tremendous insight and skill to express complex matters and complicated issues in a simple form. The normal tendency on the part of the communicator is to resort to complex sentences, clichés, technical jargon and high-sounding words to communicate not-so-simple thoughts and developments, resulting in confusion and bewilderment. One must make constant endeavors to write simple, yet meaningful and impact-creating, business letters. It involves not only the use of simple words, but also, more importantly, a clear insight into the structure of sentences and paragraphs. Brevity and simplicity are so essential for good communication that many writers refer to it with the acronym KISS—Keep It (the letter) Short and Simple.

**Timeliness:**

Business letters, to be effective, should have proper timing. Letters should be written and dispatched on time. Some messages have a sense of urgency. They call for action, which is 'immediate' or 'urgent', or within a given time frame. Letters which carry such messages should reflect the associated urgency. They should be so addressed and delivered that there is enough time to permit action within the given time frame. It is not uncommon to see letters seeking some action by a specified date reaching the receiver after that date.

 Some not-so-uncommon examples of this are:

1. A communication from a controlling office to a branch stating, 'Please send us the statement without fail by 30 September 2001′ reaching on 2 October 2001

2 A letter from a committee secretariat asking the member to attend the meeting scheduled on the 10th of the month, reaching him that evening

3. A letter from a departmental store announcing 'clearance sale for 3 days' reaching after the sale

4. A letter from a personnel department asking an officer to appear for her promotional interview on 6 October 2001 at the regional office reaching on 5 October 2001

Apart from negating the purpose of communication, such letters reflect poorly both the organization and the sender of the message. If the action called for is so urgent, the minimum that anyone would expect from the sender is a clear demonstration of the urgency by ensuring speedy communication. This necessitates not only timely writing but also timely dispatch. For example, there may be occasions when a letter dated 15 September 2001 or 20 September 2001 reaches the addressee on 2 October 2001 or 5 October 2001. Goal-oriented and effective communication presupposes that the person concerned acts and intervenes at every stage in the transmission of communication.

Timeliness in business writing also involves the choice of the right channel—mail, telegram or courier, as the case may be. Sending letters too much in advance is also to be avoided because unless there is a timely reminder, the message is likely to be forgotten.

**Language:**

Language is an extremely important facet of business communication. First and foremost, it is necessary to ensure that the language used is appropriate, i.e., the language with which the reader is at ease. Apart from English and Hindi, various regional languages are in common use in businesses in different parts of the country. Public sector organizations such as banks follow the three-language formula.

Many printed letters are bilingual—both in Hindi and English. Business letters should use the language which the prospect, customer or addressee can read and understand. Choosing the appropriate language for a large multi-national or multi-regional organization is important not only for furthering business interests, but also for ensuring that the sensibilities of certain sections of people are not offended. When organizations and businesses get global, the choice of

appropriate language becomes highly relevant. Having chosen the right language, the next step is to ensure that the phrases, expressions, words, grammar and spellings are correct. Grammatical errors and spelling mistakes have no place in a good business letter. They create a poor impression on the reader. Every business writer may or may not achieve grammatical perfection.

The use of commas at all relevant places in the sentence and avoidance of split infinitives, for example, may not always take place. In fact, certain grammatical imperfections such as the use of split infinitives are tolerated as long as the message is clear. The important point emphasized here is that while the letter writer may or may not achieve grammatical perfection, glaring and obvious grammatical errors have no place in good writing. A good letter writer should know his grammar well and seek appropriate reference when in doubt. A business letter with noticeable bad grammar, notwithstanding other merits, creates a poor impression on the reader.

**Appeal:**

A good letter should appeal to the reader's sensibilities. It should go beyond the message it conveys and make a good impression. It should have elegance, which means taste, beauty and decency. A good letter also ensures certain aesthetic appeal. No letter can be called elegant or aesthetically appealing if it does not give due attention to appearance. Mistakes and corrections, striking, overwriting, improper ink flow, unintended gaps and other such deficiencies rob an otherwise good letter of all its elegance.

A letter is appealing when it shows consideration. Consideration means thoughtfulness. It means keeping in mind the reader and putting oneself in the reader's shoes while writing the letter. Consideration means visualizing the reactions of the reader and accommodating them in the approach to the communication.  A good letter writer invariably makes it a point to think from the other person's point of view. Another essential for a good writer is empathy. Letter shows empathy when it reflects understanding and comprehension of the impact on the reader. It tells the reader what is of interest to the reader. A good letter uses the 'you' more frequently than 'I'. A good letter makes the reader feel important.

**Style:**

Style refers to the manner of writing. It constitutes the collective characteristics of the writing or impression or way of presenting things. Each person has an individual style. The writing style, to create an impact, again needs conscious effort, on an ongoing basis. While encompassing various requisites of letter writing, the letter brings to bear the individual's stamp on the letter. If you are regularly reading the letters emanating from a particular source, you get to identify the style. People tend to judge the style and categorize them—good style, bad style or free style.

Style can be associated with the person writing the letter and carries certain distinctiveness. Style is also understood as 'Proper words in proper places'. One can also describe style in other ways—personal or impersonal, formal or informal, narrative or descriptive, rambling or focused, considerate or harsh, simple or verbose. A simple, informal, considerate and focused style of writing scores high in building a rapport with the reader.

Good writing style also implies the proper use of idioms and expressions. An idiom is described as the way ideas are used in a language. It is a form of expression peculiar to a language. Like any other language, English too has its idiom. Another aspect worth noting in the context of developing a good writing style is to avoid clichés. Good writing style carries sincerity. Sincere writing is straightforward and there is no attempt at manipulation. The writer comes through as honest, genuine and frank. Sincere writing also gets described as candid and transparent. Being sincere, therefore, means writing naturally. The words reflect feelings, concerns and expectations in a forthright manner.

Good writing style should also encompass politeness or courtesy. It should respect the reader as an individual. It should reflect the basic minimum courtesies that any transaction or relationship demands. It should be appreciative and complimentary to the extent appropriate in the given context. Business letters, by and large, seek to strengthen the relationships that are good for the business when the occasion demands. The writer should not hesitate to apologize for omissions or errors.

**Positive Approach:**

A good business letter, in the ultimate analysis, is that which has a positive approach. It creates a friendly atmosphere. It avoids negative feelings. One must be in a proper frame of mind to write a really good letter. Thoughts and words must synchronize. The basic objective should not be

lost sight of. The letter should bestir and motivate the reader to act or respond as visualized. Good letters cannot be written under extreme emotional conditions such as sorrow, depression, anger, frustration or shock.

Such letters may not carry the overall balance in approach which is so essential for effective writing. Similarly a good letter cannot be written in a hurry. One must take adequate time to put thoughts into words, choosing the most appropriate ones for the context. The writer should write the letter taking adequate time, with due attention to all relevant considerations.

Apart from the various characteristics already listed, a good letter should have integrity, accuracy and promptness. There should be respect for values and ethical and moral standards. The writer should demonstrate a sense of legitimacy in his writing. Messages should be accurate and there should not be any misrepresentation and out of context passages. Positive approach also means being prompt in responding. A writer is often a recipient of communication also. The writer should make it a point to respond without any undue delay

**Basic Components of a Business Letter**

1. **Sender's address.** Optimally, you want to have printed company letterhead. Letterhead, similar to having a company website, conveys that your business is legit. But even if the address is simply typed at the top, including your address plays a practical purpose, because you don't want the recipient to have to look up your address in order to send a response.

2. **Date.** Whoever receives the letter needs to know when the letter was written. It's best to use a standard U.S. format. (Here's an example: September 20, 2018.)

3. **Recipient's address.** Include the recipient's address so that you have the information readily available for printing out the envelope. A full recipient address also helps ensure the letter doesn't get lost in the office shuffle wherever you are sending it. The first line should be the name, including any honorifics such as Mr., Ms., Dr., etc. The second line is the recipient's job title. Their company's name goes on the third line. The remaining lines include street address, city, state, and ZIP code.

4. **Salutation.** A "To whom it may concern" or "Dear Sir or Madam" is a good way to ensure that your letter goes nowhere. Find out the name of the person who should receive the letter, even if you have to do some searching on Google or LinkedIn, or call the company.

5. **Body.** Time is money in the business world, so get down to business and quickly make your case or communicate your message. Stay professional, be clear and concise, and quickly convey the point of the letter.

6. **Closing/signature.** Stick with a more formal closing such as "Sincerely" or "Thank you." You should only capitalize the first word of the closing. Remember to follow the closing with four lines of space in order to make room for your signature, which demonstrates your personal stamp of approval of the letter's contents.

7. **Enclosures.** If there are additional items to enclose with the letter, it's best to list them, so that the recipient remembers what was included with the letter. Include enclosures three lines below your signature or one line below the typist's initials. Use this style if, for example, you want to indicate that there are two enclosures: Enclosures (2). If you want to list each separate item, use this style: Encl: product brochures (2), product photos (3).

There are three main styles of business letter: **block**, **modified block**, and **semi-block styles**.

Each is written in much the same way, including the same information, but the layout varies slightly for each one.

# Sample Modified Block Style Letter

    Sender's name
    Sender's address
(1 space)
    Today's date
*(drop down four lines)*
Recipient's business name
Attention: person it's going to
Recipient's address(drop down two lines)
Dear Name:

In this type of modified block letter, all the paragraphs line up at the left margin. You do **not** need to indent at all. The margins should be set to 1-1.5" all the way around the page. If you are using company letterhead, you will need to account for that in figuring the margin where the letterhead is placed on the page.

You only need to single-space between sentences. Leave an extra open line between paragraphs.

    Sincerely,

    (drop down four lines)

    *Signature here*

    Add name,
    Add title


[Identification initials]
Enclosures:
cc: Name
Name

## Sample Modified Semi-Block Style Letter

Want to learn more? Take an online course in Business Writing.

Today's date

*(drop down four lines)*

Recipient's business name

Attention: person it's going to

Recipient's address
    (1 line space)
    Dear Name:
    (1 line space)
In this type of semi-modified block letter, all the paragraphs line up at the left margin. However, the first word in each paragraph is indented. The margins should be set to 1-1.5" all the way around the page. If you are using company letterhead, you will need to account for that in figuring the margin where the letterhead is placed on the page.
    (1 line space)
You only need to single-space between sentences. Leave an extra open line between paragraphs. Keep in mind that these sample letters are a guideline. People often customize to meet their preferred style.

    Sincerely,

    (space down four lines)

*Signature here*

    Add name,Add title
[Identification initials]
Enclosures:
cc: Name
Name

## Sample Block Style Letter

    Sender's address
    Sender's phone number
    Today's date
        RE: what the letter is about
        (drop down 4 lines)

        Recipient's nameRecipient's company name
    Recipient's address
        (1 space)
        Attention: person it's going to
(1 space)
Dear Name:(1 space)
In this type of block letter, all the paragraphs line up at the left margin. There is no indenting of the paragraphs. The margins should be set to 1-1.5" all the way around the page. If you are using company letterhead, you will need to account for that in figuring the margin where the letterhead is placed on the page.
    (1 line space)
You only need to single-space between sentences. Leave an extra open line between paragraphs. Keep in mind that these sample letters are a guideline. **People often customize to meet their preferred style.**
    (1 line space)
Some people choose to center the above sender information.
    (1 line space)
    Sincerely,
(space down four lines)
*Signature here*
add name,add title
[Identification initials]
Enclosures:
cc: Name
Name

## ENQUIRY LETTER

When a buyer wishes to get some information about the quantity, price, availability of goods to be purchased or about the terms of sale, he writes a letter of enquiry to the seller. Enquiries may be solicited, unsolicited, for some favour or a routine enquiry.

Solicited enquiry; - An enquiry made in response to the seller's advertisement and publicity.

Unsolicited enquiry:- An enquiry made at the buyers own initiative

Enquiry for some favour:- An enquiry not about goods but about some other information, may be about some special price or some favorable terms.

Routine enquiry:- An enquiry made by an old buyer in the usual course of business.

**A letter of enquiry should be**

- Organized and direct approach

- Straight forward, compact and courteous

- Positive and confident in tone

- Brief and to the point, yet clear, complete and correct

**Opening sentences:-**

- We would be grateful to get details of your prices.

- We should appreciate details of….

- We should be pleased to get information about the prices and terms on which you could supply…….

- We are interested by you. So could you kindly……

**Conte**nts of Letter

(1) The intending buyer should write the purpose of making enquiry about the desired goods or services to be purchased.

(2) The intending buyer should specifically write about the details of goods or services required. If there is an enquiry about the goods/services then the enquiry can about quality, quantity, size, brand etc of the product. If there is need for another queries like sample patterns, catalogues or price lists, then it should be mentioned exclusively in the letter.

(3) The intending buyer should ask for the terms and conditions for the payment and delivery of the goods or services.

(4) The intending buyer should show urgency of early information so that there should be expression of hope in the desired enquiry from the supplier.

**Hints for drafting an enquiry:**

- State the purpose of your letter, whether you need goods, service or information.

- Request for price list, catalogue, etc.

- Ask for samples or demonstrations, if needed

- Tell the seller how you got his name- whether someone personally recommended him or you learnt about him through an advertisement

- State the details of your business and what you are interested in

- Ask for terms relating to discount, credit, mode of delivery, packing, etc.  This will enable you to prepare the order.

- Give an idea of the quantity you need in order to enable the supplier to quote the best possible price

- If you are asking for a concession, give reasons- large and continuous orders your ability to promote sales in your area, etc

**Dont's**

- Avoid lengthy and unnecessary statements

- Avoid repetition

- Avoid apologies- do not say:" We beg you to send….." etc.

**Closing sentences**

- We would really appreciate an early response.

- Should your terms be favorable, we would be pleased to send our first order immediately.

- Since our stocks are totally exhausted, kindly treat this enquiry as urgent

- Since we planned to give you regular business, we are sure, you will quote your favourable terms.

**Kinds of Business-Enquiry Letter**

(1) General enquiry of goods, services and other information etc, i.e. asking for price, quality, terms and conditions.
(2) Tabulated Enquiry.
(3) Asking for catalogues and price-lists.
(4) Asking for samples, patterns etc.
(5) Asking for goods on approval on return basis.
(6) Asking for concessions and special terms

**General Enquiry.**

The letter about general enquiry consists of asking information about the prices and other terms for any item required in day-to-day business.  This enquiry can be for stationary products or office equipments or any goods for sale.  The drafting of such enquiry letter is easy and should start by putting questions and giving details of the items required. Finally there has to be stress upon the urgency or information so that the reply is received by the sender at the earliest. These

types of letters should be written in direct style and it should be abstained from writing introduction or preface.

# A Letter of General Enquiry
# (Unsolicited)

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Tel: 91-011-2896773

KINGS ENTERPRISES LIMITED
(General Merchants)
B-10, Rajouri Garden, New Delhi – 110027

Ref. No. KINGS/Purchase/ 99/3412 15th July 1999

Messrs. Khanna Electricals
25, Bhagirath Palace,
Chandni Chowk,
Delhi

Dear Sirs,

Sub: Enquiry about electrical appliances

Please let us know whether you can supply us the following items. If so, please quote your price with terms and conditions.

1. Orpat Electric Iron 10 Nos.
2. Orpat Toaster 5Pcs.
3. Orpat Geyser 2Pcs.

On receipt of information, we may place an order with you for the above mentioned items.

Yours Faithfully,
For Kings Enterprises Limited

• Director

# A Letter of General Enquiry (Solicited)

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B.K ENTERPRISES
105, Bhagirath Palace, Chandni Chowk
Delhi-110006

Ref. No. BKE/Pur/98/6756 5th June 1998

Messrs. Bright Sales Corporation
52/7, New Friends Colony,
New Delhi.

Dear Sirs,

Sub: Enquiry for room heaters

We understand from M/s Raj Electrical, Rajinder Nagar, New Delhi that you are manufacturing "Best" Room Heaters and you wish to sell them through the network of local dealers. Please inform us the prices and other important details and terms on which you can supply us room heaters.

As the matter is urgent, we shall appreciate an early reply.

Yours Faithfully,
For B.K Enterprises

Director

## Tabulated Enquiry

Tabulated enquiry is those where information is asked through several points or questions in serial order. The information asked can be divided into several parts and all points are serially numbered. This type of letter writing is useful for both the reader and writer as it clearly specifics the points within the letter. The information can be conveniently asked and replied.

# Letter of Tabulated Enquiry

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ABCL Tel: 91-011-2355899

A.B.C. CORPORATION LIMITED
(Dealers in electrical parts)
Chandni Chowk, Delhi -110006

Ref. No. ABCL/Sales/98/4572 2nd June 1998

X.Y.Z India Ltd.,
Agra (U.P)
India

Dear Sirs,

Agency for "Bajaj Electricals" products

We wish to have agency for sale of "Bajaj Electricals" products manufactured by you. We are having a big show room of our own in the multiplex area and there is no big dealer in our area.

However, we would like to procure the following information from you:

1. How much amount of security deposit –cash or personal - is required for the agency of "Bajaj Electricals"?
2. How many cartons of "Bajaj Electricals" products could be available for sale per month?
3. Would it be necessary to have a separate workshop for servicing or repairs for your products?
4. What other facilities are available for sale and servicing of "Bajaj Electricals" products and on what terms?

We shall appreciate early information for the above mentioned points.


Yours Faithfully,
For A.B.C CORPORATION LIMITED

Director


# Asking for Catalogues and Price Lists

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K.B.C ENTERPRISES

25, Khan Market,
New Delhi
19th May 1999
Ref. No. KBCL/S/99/6754

M/s Videocon Electronics
5, Okhla Industrial Area Phas-1
U.P
India,

Dear Sirs,

Reg. Catalogues and Price lists of T.V Sets

Please send us a copy of your catalogue and price lists of 21 inch and 29 inch Colour Televisions of "Videocon" brand and also copies of any descriptive leaflets that can be conveyed or passed on to the prospective clients.

We shall appreciate an early reply about the desired information.


Yours Faithfully,
For K.B.C ENTERPRISES

Proprietor

# Asking for Samples and Patterns

VENUS ENTERPRISES

7, South Extension Part-1
New Delhi
16th April 1998
Ref.No VEL/Sales/98/2341

M/s Reliance Industries
Vadodra
Gujarat,

Dear Sirs,

We have seen your advertisement in the current issue of "India Today" in respect of latest collection of men's polyester suiting and shirting's. We shall feel obliged if you can send us by return of post your latest patterns and samples along with price list for entire range.

We have big showroom with an area of 1000sq.m in the main market so we will be requiring large quantities of suiting and shirting in each range on regular basis.

Please arrange to send us the latest patterns and sample as early as possible.

Yours Faithfully,
For VENUS ENTERPRISES

Managing Director

# Asking for Goods on Approval OR Return Basis

A.B.C PRIVATE LIMITED

15, Nai Sarak,
Chandni Chowk, Delhi-110006
18th April 1999
Ref.No. ABCL/Sales/99/2567

M/s Duckback Industries Limited,
Andheri (West)
Mumbai,

Dear Sirs,

There have been enormous demand by our customers in the school bags and accessories you manufacture for primary and secondary school students and they are enquiring about quality, price, durability etc.

We shall feel obliged if you could please send us 100 pieces of school bags for every age group on approval or return basis.

If we find the quality and price satisfactory then we expect to purchase more from you. Before placing a large order of the bags, we would like you to send the above quantity of the desired products on approval basis.

The remaining of the unsold pieces within a period of one month from receipt thereof would be returned to you at our expense.

We hope to hear from you very soon.

Yours Faithfully,
For A.B.C Private Limited

Director

# Asking For Concessions and Special Terms

- BOBBY PRIVATE LIMITED

  50, x   Market,
  New Delhi
  22nd March 1999

  Ref. No BOPL/Sales/99/8912

  M/s. Prestige Industries
  Faridabad (Haryana)

  Dear Sirs,

  We are leading home appliances dealers in  x  Market, New Delhi. We wish to purchase a large quantity of "Prestige" brand pressure cooker and non stick kitchen wares of all sizes from you.

  Please send us your catalogue and current price lists of all sizes with details of their dimensions.

  Please inform us whether you can allow us any special discount over and above the usual one allowed to others, in case we place a large regular order with you for supply of 250 pressure cooker and non stick range.

  An early information about the desired information will be appreciated.


  Yours Faithfully,
  For BOBBY PRIVATE LIMITED

  Director

## Quotation Letters:

A Quotation is a business offer made by a seller to an interested buyer to sell certain goods at specific prices and on certain terms and conditions. A quotation letter is the most common and used letter in a business organization.

## Quotation letter definition:

A quotation is a specific offer for sale. It is sent in response to an inquiry from a particular person or business house. Thus it is a reply message to an inquiry from a potential buyer. A quotation includes details about the prices of specific goods selected, terms of payment, and conditions of delivery while writing such a letter, the seller should clearly state everything as inquired by the buyer.

The letter must be written to the point with conciseness and complete tone. A seller must have the intention to create goodwill through such a letter which will establish a business relationship.

It is a reply by the seller to the prospective buyer. Hence, the quotation letter should be prepared carefully by the seller. It should contain information on all points mentioned in the inquiry letter.

- The seller should send the best possible quotation so that it induces the buyer to place an order because it is the basis on which the interested buyer decides whether to buy or not. The quotation must be clear, courteous and concise

- **An inquiry letter was written to a firm for the price of mobile sets.**

**Helpline communication**
    **2nd line road, Bijoy Nagar, Dhaka-1100**

1st August, 04

Sales Manager
    Tele-Communication Ltd.
    25, Gulshan, Dhaka-1212

**Ref; An inquiry for the price of Mobile sets**

Dear Sir,

Would you kindly give us detailed information about the "Nokia 2100" mobile sets recently advertised by you in the "Daily Star." we are impressed by the description of the respective mobile set as advertised by you and expected to purchase if terms and conditions are found to be suitable. Our annual requirement of such a set is around twenty-five thousand (25,000) pieces.

As we handle a lot of mobile sets each year, we hope and trust you will quote the most favorable prices and terms.

Yours faithfully

M. A. Karim
    Purchase Manager,
    Helpline Communication

**Quotation Letter Sample / Format / Example / Template**

Tele Communication Ltd.
25, Gulshan Dhaka-1212

10th August, 04
Manager
Purchase Division
Help Line Communication
2nd Line Road, Bijoynagar
Dhaka-1100

**Ref: Terms and Quotations for Nokia "2100"**

Dear Sir

Thank for yours inquiry of 1st August, 04. We are glad to enclose the following quotations of "Nokia-2100".

| Set | Model | Battery | Price per Set | Warranty |
|------|-------|---------|---------------|----------|
| Nokia | 2100 | Hungry | 5,000 | 1 years |
| Nokia | 2100 | China | 4,000 | 6 months |
| Nokia | 2100 | Malaysia | 4,200 | 6 months |

Our normal trade discount is 15% for ten (10) days and 5% extra if order is made for more than 5,000 pieces at a time. We do supply to our customers' door through our own care.

Our Mobile is originally imported with intact packing and we provide guarantee for our mobile set for three (3) years.

If you need any further details to meet your customer's requirements, you should feel free to write to us.

Yours faithfully
Aslam Ahmed
Sales Manager,
Tele communication Ltd.

## Kinds / Types of Quotations:

### 1. Loco Price Quotation

Loco means 'On the spot'. Therefore, the loco price refers to the cost of goods at the factory or godown of the seller. Once the goods are out of the sellers' factory or warehouse, all the expenses for carrying the goods from the seller's warehouse to the buyer's place are to be borne by the buyer. This is the lowest price quotation.

### 2. Station Price Quotation

Under this quotation, seller's responsibility is to send the goods to the nearest railway station from his warehouse. It includes the cost of carriage of goods to the station. Since he delivers

the goods upto the station, he charges a little higher price. All further expenses on goods such as freight, insurance, etc. have to be borne by the buyer.

### 3. Free On Rail (FOR) Price Quotation

Free on Rail (FOR) price quotation covers the expenses of carrying the goods to the railway station nearest to seller plus the loading expenses, freight and unloading expenses are to be borne by the buyer.

FOR price quotation = Station price quotation + Loading Charges

### 4. Cost and Freight (C & F) Price Quotation

Cost and Freight (C & F) price quotation includes the cost of the goods and all the expenses like carriage to the seller's nearest station, dock and loading charges and freight. Expenses like insurance, unloading and cartage to the buyer's place are to be borne by the buyer.

C & F price quotation = FOR price quotation + Railway Freight.

### 5. Cost Insurance and Freight (CIF) Price Quotation

There is a risk involved in transporting goods and this risk is covered by insurance. Generally, the buyer pays insurance charges but if CIF quotation is mentioned then the seller pays for the insurance charges along with other previous mentioned prices. So, the price includes cost of the goods plus carriage up to sellers nearest station, loading, freight and insurance charges.

CIF price quotation = C & F price quotation + Insurance.

### 6. Franco Price Quotation

Franco price quotation is the highest price quotation. In spite of being the highest quotation, buyers prefer this quotation because under this price, the goods are delivered to the buyers at their door-step. The buyer is relieved from the tension of transporting goods from the seller's warehouse to his own warehouse.

Franco price quotation = All expenses up to the buyer's warehouse.

### 7. Free Alongside Ship (FAS) Price Quotation

Free alongside Ship (FAS) price quotation includes the cost of the goods and all the expenses to deliver the goods at the dock nearest to the seller. The buyer has to bear the expenses of loading, insurance, freight and the customs duty, etc., in addition to the cost of goods. Though this quotation is used in some countries, it is not in use in India.

FAS price quotation = Loco price quotation + cost of carriage of goods up to the harbor nearest to the seller.

### 8. Free On Board (FOB) Price Quotation

Free On Board (FOB) price quotation is similar to FOR in inland trade. This is normally used in foreign trade. Under FOB quotation, the seller quotes a price which includes all the expenses incurred until the goods are actually delivered on board the ship at the port of shipment.

FOB price quotation = cost of goods + expenses up to goods on ship's board.

### 9. Cash with Order (CWO) Price Quotation

In Cash with Order (CWO) price quotation, the buyer has to send cash along with the order, otherwise, the order may not be executed.

### 10. Cash on Delivery (COD) Price Quotation

In Cash on Delivery (COD) price quotation, the buyer has to pay cash after receiving the delivery of the goods ordered by him.

**[CompanyName]**
[CompanyAddress]
[CompanyPhone] - [CompanyFax]

**Request For Quote**

Dear _____[VendorRepName]:

We are currently developing a program of vendor sources.  Therefore, we would appreciate a quote from you on the items listed below:

| No. | Item Name |
|-----|-----------|
| 1 | Sample Item 1 Name |
| 2 | Sample Item 2 Name |
| 3 | Sample Item 3 Name |
| 4 | Sample Item 4 Name |

Please return your quote in the prepaid envelope that is enclosed for your convenience.

Sincerely,

_____[Name]
_____[JobPosition]

BUSINESS NAME
ADDRESS

To
M/S
Address

Date:

Dear Sir,
We shall be grateful if you kindly quote your lowest prices for the products given below.
- Product 1
- Product 2
- Product 3
- Product 4

We intend placing an early order.
Looking forward to hear from you and hope your prices will suit us.

Yours faithfully
Your name
Tile
Company

**ABC Office Supplies Pty Ltd**
123 Burke Street, Melbourne 3000, Vic, Australia
Tel : 03-1234-8765, Fax : 03-1234-8766
Website : http://www.abc-office-supplies.com, Email : sales@abc-office-supplies.com

**QUOTATION**
Tax Reg No : M1-28475869-98

**Sample Customer**
456 Collins Street
Melbourn 3000
Vic, Australia

| | |
|---|---|
| Quotation No. | **QT10000** |
| Date | 17/03/2008 |
| Our Ref. | |
| Cust Ref. | |
| Terms | Cash On Delivery |

| S/No | Product ID | Description | Qty | Unit Price | Amount |
|---|---|---|---|---|---|
| 1 | P1001 | Phocopying Paper (80 gram recycled) | 12 reams | $5.00 | $60.00 |
| 2 | P76253 | Arch Files (2") | 24 Ea | $2.70 | $64.80 |
| 3 | P358756 | USB Drive 4GB | 5 pcs | $69.00 | $345.00 |

*Remarks*
*VALIDITY : 60 days from the date of this quote*

*Please feel free to contact us if you have any questions about our quote.*

| | |
|---|---|
| Sub Total | $469.80 |
| Tax | $18.79 |
| **Total** | **$488.59** |

## Order Letter:

An order letter is the one that is written by a company or the person concerned who are supposed to place the request of purchase from another company. The letter is written after doing careful research about the desired product or service. "Order" which is an expense for the person placing the order and an income for the one getting it

Order letter should come into action only when a detailed study has been made of the desired product which has been done in the market and based on this promised service, price and quality, the decision is made for the purchase. An order letter, also known as a purchase order or PO, begins the paper trail of a specific purchase.

Letters contain three major categories of information:

• Information about the items being ordered;

• Information relating to shipping; and

• Information relating to payment.

1. **Information about the items being ordered**: An order letter must contain full particulars of goods ordered.

Such information includes the followings:

- Product name

- Brand name

- Quantity

- Catalog number

- Model number

- Color

- Size

- Weight

- Unit price

2. **Information relating to shipping**: Shipping information is very important. In absence of shipping information, there can arise misunderstanding between buyer and seller. Shipping information may include the followings:

- Desired receipt date;

- Desired shipping location; and

- Mode of shipping (rail, road, or waterways).

3. **Information relating to payment**: Mode of payment of prices for the ordered items must be clearly indicated. The seller will accept the order letter only when both of them come to a common ground relation to payment of price. Payment information include the following:

- Mode of payment (cash, cheque, draft)

- Payment data

**Date: MM/DD/YYYY**
**The recipient's address:**
**Dear Mr. / Mrs. ZZZZ** This letter is a formal confirmation about the verbal order that we had discussed earlier on (insert the date). I just wanted you to confirm the acceptance that was communicated to you on the said date. As you note, there is an enclosed copy of the purchased order including the terms and all other included conditions of the deal.

We shall expect the delivery of the merchandise on or before the expected date. Unless if there is an objection within the (period of grace) of your receipt of the order.

**Thank you,**
**Sincerely,**
**(Your name)**

**Date: MM/DD/YYYY**
**From: (insert your name and address here)**
**To: (insert the name and address of the recipient)**
**Subject: order placement**
Dear Mr. / Mrs. (name of the reader)
This letter is with reference to the meeting that took place when we visited your factory for purchasing school uniform for our school.
We are glad to inform that we would like to order 200 uniforms which include 80 small sized, 75 medium sized and 45 large sized for our students. We will appreciate if the order can be delivered to our address at the latest (insert the date). Please, note that 100 % of the payment will be made after the delivery. If the order is not made on the said date, then please consider it to be canceled. The price of a uniform is $ (insert amount) as it was agreed during the meeting. Please, review the letter and if you have any objections or any recommendations or suggestion, please contact me. We hope for long term cooperation with you.
**Sincerely,**
**(Insert your name)**

The letter should have all the relevant details required for example the number of quantity, the price and other terms and conditions. The letter should be simple and there is no requirement of too many adjectives since the letter is more on an order placed.

**From: (insert your address)**
**To: (recipient's address)**
**Dear Mr. / Mrs. XXXX**
Thank you for sending the catalog so promptly. It arrived really quickly within two days of my request. Please send the following items by parcel post as soon as possible. (Insert the list of items along with the number of items required and the price for each of them) I am enclosing a money order of (insert the amount). If there are any additional charges, please let me know.
Please mail me the books to the address that is given above.
**Thank you,**
**(Your full name)**

## Identify Your Reader

An order letter does not necessarily need a clearly identified reader. In fact, most first-time and one-time-only orders are simply addressed to the attention of a sales department. In such cases, the inside heading of the letter will contain just the name and address of the company to whom the order is being sent, and the salutation will be replaced by a simple attention getting device. Establishing an account with a company will announce that your intention is to have an ongoing business relationship. At that time you will be assigned a specific contact person, to whom all future orders can be directed.

## Establish Your Objective

The objective of an order letter is to clearly indicate to the recipient that you are making a purchase. You should be brief.

## Determine Your Scope

The scope of an order letter should provide only that information relevant to accomplishing the objective of making a purchase: what the item is, the terms of the purchase and any specific shipping instructions. It provides the reader with an exact description of what is expected.

**Organize Your Letter**

Organizing your order letter will establish a logical order in which to present your information. You have already begun this task by establishing an objective and determining your scope. Refer back to them. Together they include much of the content that will become the body of your letter. A simple outline will get you organized. Begin by creating a list of points that your letter will address and put them in the sequential order that will best help your reader comprehend your order. These points will become the backbone of your draft; your outline will become a checklist.

**Draft Your Letter**

Working from an outline is the simplest way to draft an order letter. You have already organized yourself by creating a list. Refer back to it and turn each fragment into a full and complete sentence expressing a single thought or idea. In order that your thoughts and ideas are conveyed in a cohesive manner, write in as natural a sounding voice as possible. Try writing your draft quickly and then read it out loud. Concentrate on communicating your objective to your reader. Make sure that the scope of your letter contains all the relevant information included in your organizational list. Keep in mind that you are writing a rough draft. For the moment you can ignore spelling, grammar, punctuation, and sentence and paragraph structure. Those are technical details that you will pay attention to in the final step when you review and revise your work.

**Close Your Letter**

An order letter should close in a professional manner. Once your last paragraph is written, sign off between a complimentary close such as "Sincerely," or "Thank you," and your printed name. If you are writing in conjunction with an official duty, place your title below the printed name. Additional information such as dictation remarks, notification of attachments, enclosures and copies sent to other individuals should be placed beneath the title line.

**Review and Revise Your Order Letter**

Reviewing and revising your order letter is the final step in the writing process. You will check your draft in this step, making sure that your objective is clear and your scope is concise. Put yourself in the reader's shoes as you examine the rough draft. Ask yourself, as the recipient,

whether you are able to comprehend the request quickly and if enough information has been included to enable a timely response. Look for the obvious errors first. Check for spelling, sentence structure and grammar mistakes. Remember that a passive voice is not as commanding as an active one. You want your order to be strong, so write with an active voice. The important thing to keep in mind is the overall cohesiveness of the whole unit. Look for accuracy, clarity and a sense of completeness. Ask yourself if the transitions between paragraphs are working and if your point of view, tone and style are consistent throughout the text.

Examine your word choices carefully. Ambiguous words lead to confusion. Jargon and abstract terms may not be understood at all and affectations, clichés and trite language serve no real purpose and will obscure your objective.  You want to help your reader understand exactly what it is that you want, so remove all that is not helpful. And finally, if you have not written an opening or a conclusion now is the time. The introduction should lead into the letter with a firm statement about the details of your order.  The conclusion should reiterate your objective and, when appropriate, contain any explicit instructions.

## Order Refusal:

When seller writes a letter to the customer expressing his inability to supply the ordered goods, it is known as order refusal letter. Although sellers expect more and more orders from customers, they may not entertain all the orders placed by customers. In some cases, sellers reject orders. In that situation, they need to write order refusal letter. Thus, order refusal letter informs the customer that the seller could not grant his order. Though refusing order is an un-friendly business practice, the sellers often do so. Such refusal may arise due to various reasons such as, legal restriction on delivering goods to some specific locations, shortage of stock, suspicion about buyer's financial credibility etc. whatever is the cause of ***refusing order***, the language of the letter should be courteous and friendly.

**REASONS FOR ORDER REFUSAL:**

Some of these causes are as follows:

- If the ordered items are not available to the seller

- If the seller has not sufficient stock of the ordered items

- If there is legal restriction on delivering goods to that specified location

- If the seller is in doubt about the financial credibility of the customers

- If the customer includes any condition in the order letter that was not discussed and settled earlier

- If the seller is dissatisfied with the previous dealings of the customer

- If the seller has changed the nature of his business

- If the seller has no credit sales policy, but the customer proposed to by on credit

# SPECIMEN OF ORDER REFUSAL LETTER

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**M.H. Publications (Pvt.) Ltd.**

**38 Bangla Bazar, 2nd Floor, Dhaka**

Ref...........................                         Date:

Mr. John
Librarian
The Bangladesh Commerce College
Dhaka.

Subject: Refusal of order.

Dear Sir,
Thank you for your order. We are very sorry to inform you that your order dated 15 March 2014 for some books cannot be accepted as you proposed for a prolonged credit period. In your order letter, you promised to pay the bill within two months whereas, we sale on credit for a maximum period of fifteen days. As your proposal is inconsistent with our long practiced credit sales policy, we fail to convey your order.

Any inconvenience caused due to refusal of order is regretted. Expecting your cooperation in the future.

Thanking you,

Manager

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**Complaint letter:**

Letter written by the customers to convey their complaints to the seller of goods or to the transport authority is termed as complaint letter. In the process of supplying ordered goods to the customers, different persons and parties are involved. Therefore, there is every possibility of inadvertent mistakes being committed by someone. This may create inconvenience to the customers and even cause them financial loss. Therefore customers write letter to inform their inconveniences to the seller or to the transport authority. The letter written for this purpose is known *complaint letter*.

In business, occurrence of mistakes is common and natural even though the parties are causations and careful. Some of the customary mistakes are supplying low quality products, charging high prices, low quality packaging, damage of products due to poor packaging etc. so complaint letter is drafted by the buyer mentioning the mistakes occurred or claiming for the damage to the seller or to the transportation authority.

**CAUSE OF DRAFTING COMPLAINT LETTER:**

After placing orders, customers expect that sellers will deliver the products accordingly. If the seller fails to do so, customers write complaint letter.

Such letter is usually written for the following reasons or causes:

- Merchandise not received.

- Part of the merchandise not received

- Delivery of defective products

- Goods received in a damaged condition

- Quantity of good is not what was ordered

- Goods delivered to wring address

- Delivery of goods is delayed

- Impoliteness of office staff of the seller

- Delivery of mix-up products

- Clerical or book keeping errors

- Mistakes in the bill

- Charging high price

- Price included for goods returned

- Reminders for payment of bill already paid

- Poor quality of packaging

- Faulty insurance coverage

- Missing of products during transportation

- Carelessness of transportation authority

- Ignoring the provisions regarding brokerage, commission and discount

## Claim letter

When affected buyer writes a letter to the seller raising complaints and demanding compensation, it is known as claim letter. Generally, a losing buyer writes *claim letters* to the seller. However, sometimes the buyer writes the letter to the transportation authority if any damage is caused by their negligence. Again, seller or transportation authority may also write claim letter to the buyer claiming their demand.

Definition:

**"Quible and Others** *defined, "A claim letter is a message designed to inform its recipient about the writer's dissatisfaction with a product or service."*

According to **Himstreet and Baty**, *"A claim letter is a request for adjustment. When writes ask for something to which they think they are entitled refund, replacement, exchange, payment for damages and so on the letter is called a claim letter."*

- Partial or full refund of purchase price of the product or service.

- Replacement of defective products.

- Repair of the damaged products.

- Reduction in the price.

- Credit the amount to purchase account.

- Cancellation of order or portion of order.

- Rescheduling the payment installments.

- Correction of error in bill.

**Enquiry** means to ask a question, and inquiry **is** a formal investigation.

## Reply or Response Letter:

According to quible and others, "letter of reply to inquiries are messages that provide the reader with information about products, services and persons."

A response letter provides the answers or information requested in a letter of inquiry. The objective is to satisfy the reader with an action that fulfills their request. If you have neither the information requested nor the authority to reply, forward the inquiry on to the correct person. If you are the correct person, be prompt with your reply. Address every question courteously, even those that do not seem relevant. Take into account that your reader may lack your expertise. Keep your response on point and avoid going beyond the scope of the reader's request. When responding to a forwarded letter informs your reader in your opening paragraph that you are the correct contact person for all future communications. In your closing paragraph, express your willingness to be of further assistance.

### Identify Your Reader

A response letter should be addressed to a person from whom a request or inquiry has been received. That person's name will be found in the complimentary close of a previous inquiry letter and should be placed in the inside heading and the salutation of your response. It should

also be included on the top line of your envelope. Remember that people do business with people first, businesses second. When you address your reader by name, you recognize their importance and value as an individual human being.

**Establish Your Objective**

The objective of a response letter is to satisfy the reader with an answer or action that fulfills the request of an inquiry. The answer either informs the reader of the respondent's ability to provide information or of a willingness to act on their behalf in some other way.
Your answers should be specific and brief. If you are replying to multiple questions you might consider placing your answers in a bulleted list. Items on a list highlight the components of your response, like snapshots in a photo album.

**Determine Your Scope**

The scope of a response letter is contained in the information you provide for the specific purpose of helping the reader grasp your objective. You may safely assume that your reader is a busy person, so getting to the point is important. Your goal is to have the reader make a decision quickly and respond in a timely manner. Information that is not related to your objective should be left out. Consider your targeted reader. Make it your business to know something about that person. What is their title or position? Are they the president of the company or the shipping clerk? Do they have what you want? Can they do what you ask?

Give them the relevant background information needed in order to make an informed decision. Let the reader know who you are and something about your motive. If you are to receive some benefit, it may help to explain for what purpose the benefit will be used. If the reader is to receive some benefit, it may help to offer an incentive to respond.

Put yourself in the reader's shoes and ask yourself what and how much background information is needed in order to take the action you are requesting. Would you already know everything you need to know, or would you need a little more? While you are in their shoes you might also ask yourself how much persuasion you would you need in order to be moved to act.
This will help you determine whether you have supplied too much information, or not enough. It

will also help you determine what information needs to be qualified or amplified for the reader's benefit.

- **Organize Your Letter**

- **Draft Your Letter**

- **Close Your Letter**

- **Review and Revise Your Response Letter**

## Announcement:

In business, an announcement is used to share important information with employees, customers, prospects, the media and other stakeholders such as investors. Announcements should be tailored to the audience for which they are intended and should be written in a professional format. Regardless of what your company is announcing, ensure that the details are accurate and that you are communicating the message clearly and succinctly/ briefly.

Examples of an Announcement in Business:

There are many reasons to issue an announcement in business, both internally and externally. Some examples include:

- Organizational and staffing changes

- New products or services being launched

- Changes in company direction or focus

- New departmental strategies and plans

- Events and conferences your company is hosting or is participating in New policies and procedures instituted in the workplace

The information that is shared within the announcement needs to cover all of the details your audience requires. For example, if you're announcing a new product to your customers, be sure

to discuss the benefits of the product, what kind of results it can achieve and the price. You'll also need to let customers know if older products will still be available and for how long.

**Structure Your Announcement:**

Each announcement should begin by stating the objective. Tell the readers what you're going to announce in the document. Then, include the who, what, where, when, why and how of the topic being discussed. Don't wait to tell the reader the important details at the end of the message. It's best to start the announcement with the critical information. You can expand on the details in the rest of the announcement. In a sample email to employees about a new process, for example, you can start the announcement by telling them whom the new process affects, what it entails, where they can find more details, when it's going to be instituted, why they are being asked to follow this new process and how they can get started. When an announcement doesn't include important details the readers need to know, it causes additional questions that can lead to rumors, false information or frustration.

**Include a Call to Action:**

An announcement should include a **call to action** at the end of the message. This is a way for your business to invite the reader to take the next step. A call to action ensures that the message you are communicating through your announcement doesn't get easily forgotten or lost in the sea of information employees digest on a daily basis. In a sample memo for a new procedure for employees, for example, a call to action might be to read the full details of the procedure on the company's internal website and confirm they have completed the task. Once employees have read the full procedure, they can sign a completion statement that says they are aware of the new rules in place. This way, the call to action clearly outlines what the employees need to do next after reading the announcement.

Calls to action for external announcements vary depending on the audience. A press release for the media may have a call to action to visit the business or call the marketing contact. A sale announcement for customers may have a call to action to make a purchase on the website.

Edit for Clarity and Accuracy.

**Tips on How to Write an Announcement:**

- Be direct and concise in your announcement. Your reader will be able to understand the information quickly and can refer back to it easily.

- Write a short, friendly announcement that's to the point when you're sharing positive news. Written in the right tone, an announcement can show a wish to keep up a business or personal relationship. It can also build on positive feelings like confidence, allegiance (loyalty), and helpfulness.

- Recognize what others have achieved in your announcement, and motivate your reader to reach similar goals.

- Present your information in a plain and complete way, so your reader will understand you the first time (and not ask questions later).

- If the news you are announcing is bad, write it in a direct statement. Add a message of understanding and optimism to your announcement, in a respectful tone.

# Letter to announce a new business opening – Sample Letter 1

Dear Customer [*if you are going to make this more personal, insert names using mail merge*]

We are very pleased to announce the opening of our new [*retail store / hairdressing salon / fitness and nutrition coaching business etc*] [**BUSINESS NAME**] on [*date*] to meet the growing demand for [*product / service* ].

Our new business can be found at [*address or insert a Google map image*] and will open at [*time*] and close at [*time*] daily. We'd love to see you there.

We have enclosed a voucher for 10% off any purchase for the first week we are open, which is also valid on our website, and we do hope you will use it and enjoy our [*product / service*].

Thank You!

Republic of the Philippines
**CAREER EXECUTIVE SERVICE BOARD**
No. 3 Marcelino Street, Holy Spirit Drive, Diliman, Quezon City 1127
Tel. Nos. 951-4981 to 85 (Trunkline) / 951-3306 (Fax)
website: www.cesboard.gov.ph

# ANNOUNCEMENT

The Career Executive Service Board (CESB) announces that:

**Santos, Severino Cruz**
**Assistant Regional Director**

is undergoing the fourth and last stage of the Career Executive Service (CES) Eligibility Process which is the Validation of on-the-job performance, character and integrity.

Please submit any feedback or information about the above-mentioned official/s on or before January 18, 2008 to the Eligibility and Rank Appointment Division (ERAD), Career Executive Service Board, No. 3 Marcelino St., Holy Spirit Drive, Diliman, Quezon City. You may also send them through fax at nos. 951-4983 or 951-3306, or via e-mail: erad@cesboard.gov.ph Information received beyond the deadline shall no longer be entertained nor acted upon. All information received will be kept confidential.

# ANNOUNCEMENT TO CUSTOMERS: CHANGE OF BUSINESS NAME

[Date]

[NAME, COMPANY AND ADDRESS, ex.
Tom Atkinson
COMANY Inc.
14 Edith Street,
Hackney West,
ZIP POST CODE]

Dear [NAME, ex. Tom Atkinson],

As you may know, [OLD FIRM NAME, ex. ABC Co.] has changed its name to [NEW FIRM NAME, ex. CBA Co]. Please note, however, that our address has not changed:

[ADDRESS, ex.
4321 Second Street
Suite 532
Anycity, Anystate, 85432]
XXX-XXXX

As always, we will continue to serve you with the same devotion and quality which you have come to expect from us. It will be a pleasure to do business with you in the future.

Sincerely,

[YOUR NAME, ex. Tony Montana]

# Announcement of Business Name Change letter

Dear

As our new letterhead indicates, we have recently changed the name of our business from [old name] to [new name]

There has been no change in management and we will be providing the same products and fine service on which we have built our reputation in the industry. We would appreciate it if you would bring this announcement to the attention of your accounts payable department and direct them accordingly.

Thank you for being one of our valued customers. We appreciate your cooperation in this matter.

# Announce a Routine Meeting

RE: July research meeting

We will hold our monthly research meeting in the conference room at 11:00 a.m. on Friday, July 16.

John and Jane will report on the meeting with their French counterparts. Each of us should be prepared to give an update on our current projects. I think John and Jane's report will be of special interest to the additives division.

 If you cannot make the meeting, be sure your assistant is prepared to give your report.

## Announce a Special Meeting

RE: Special meeting on profit-sharing plan

John Doe would like to meet with employees this Friday to discuss the possibility of a long-term profit-sharing program. To avoid closing the offices, half of the staff should attend the meeting at 3:00 p.m. and the other half at 4:00 p.m. Please make the necessary arrangements.

I suggest you review the present benefits package before attending, so you will understand all the implications of a change. This is a unique opportunity to help structure a plan for your maximum benefit. Please plan to attend.

# Sample 2

RE: Mandatory Meeting

Plan to attend a meeting on our new retirement plan on Friday, November 29, in the large conference room. The meeting begins at 1:30 p.m. and will last one hour.

Complete the attached fact finder and bring it with you.

## Announce a New Business, Store, or Branch Office

Life is always full of surprises! Twists, turns, new opportunities. Just over five years ago, I joined City Insurance. I thought I would be there for a long time. Then, out of the blue, I received a contract I couldn't refuse. Doe Insurance made me an offer to become their Regional Sales Manager. I couldn't turn down the opportunity.

Doe Insurance is a $1 billion company with 2000 employees nationwide. Their range of products is vast and their marketing is aggressive. Just my cup of tea! My official start date is (date).

One of the things that I've learned in this transition is the importance of staying in touch with friends and associates. Therefore, I wanted to give you my new address and telephone number, with the hope that we can stay in touch and I can introduce you and your company to the Doe Insurance line of products.

(Give new address, phone, etc.)

Again, I want to thank you for your years of friendship and support. I will be in touch.

# Announce a New Product or Service

Original Motion Picture Soundtrack now available!

We are pleased to announce to the friends and supporters of Main Street Movie Company the release of the Kansas soundtrack. This CD is no ordinary soundtrack. On the disk there are roughly 20 cuts of breathtaking music from the film as well as about 20 clips of dialog from the film itself. We hope you will enjoy this unique way of experiencing the film.

This CD will initially be available exclusively online, and will only be released in stores depending on online sales--so we ask that you spread the word among your friends and family by forwarding this email. Thanks to all of you. We hope you enjoy this unique soundtrack!

# Announce a Price Increase
## sample 1

We regret that rapidly rising costs for raw materials necessitate our raising the price of all footwear 10%, effective September 1. We have made every attempt to avoid the increase, but we refuse to compromise on quality. This is our only recourse. We think you will agree that the quality of Doe shoes should not be sacrificed. We look forward to another year of association with you.

# Sample 2

The price of cars imported from Japan will rise approximately $600 this fall. The higher cost of steel has forced this increase. Still, excellent workmanship and retained value over a number of years make these vehicles good investments. We appreciate your past patronage and look forward to serving your future transportation needs.

UNIT – IV

**Reports**

Reports for publication,

Periodical reports

Reports to shareholders,

Board of Directors Reports

Reports to Creditors

Auditor's reports

Reports of investigations and enquiries.

## REPORTS:

C.A. Brown defines report as a communication from someone who has to inform to someone who wants to use that information. It describes the events or individuals to someone who requires it. The business reports are written by the individuals or by the committees as a part of their regular duties.

Many of them are objective factual and impartial in nature and they do not require interpretations or comments. But, some reports can be prepared only after careful investigation, experiments, research, surveys and logical thinking. Such reports often end with expert advice, suggestions and recommendations.

The report helps the management for evaluation, assessment and appraisal of the employees and their organizational activities it forms a basis for their future planning and development. It helps the executives to secure efficient control over the situations and to improve the organizational structure. The large industries which employ thousands of workers in their various departments have to rely on reports furnished by different departmental heads and committees to bring coordination among them.

A critical evaluation of their performance is essential for the progress, growth and expansion of the organization. It depends on the detail and accurate reports which provide analysis and interpretations of the facts regarding the processes of purchase, production and sales. The progress reports of these processes .are compared with those of other similar organizations.

## TYPES OF BUSINESS REPORTS:

### 1. Informal reports:

An informal report is usually in the form of a person-to-person communication. It may range from a short, almost fragmentary statement of facts on a single page, to a more developed presentation taking several pages. An informal report is usually submitted in the form of a letter or a memorandum.

## 2. Formal reports:

A formal report is one which is prepared in a prescribed form and is presented according to an established procedure to a prescribed authority.

Formal reports can be statutory or non-statutory. A report prepared and presented according to the form and procedure laid down by law is called a statutory report. Report submitted at the statutory, meeting of shareholders, Directors' report to the Annual General Meeting, Annual Return, Auditors' Report are statutory reports.

Formal reports which are not required under any law but which are prepared to help the management in framing policies or taking other important decisions are called non-statutory reports. On the basis of the frequency of issue, a report can be periodic or special.

Periodic or Routine reports:

Periodic or Routine reports are prepared and presented at regular prescribed intervals in the usual routine of business. They may be submitted annually, semi-annually, quarterly, monthly, fortnightly, weekly or even daily. Generally such reports contain a mere statement of facts, in detail or in summarized form, without an opinion or recommendation. Branch Managers of banks submit periodic reports to the Head Office on the quantum of business transacted during a particular period.

Special reports:

Special reports are related to a single occasion or situation. Reports on the desirability of opening a new branch or on the Unrest among staff in a particular branch are special reports. Special reports deal with non-recurrent problems.

On the basis of function, a report can be

 (1) Informative, or (2) interpretative.

If a report merely presents facts pertinent to an issue or a situation, it is informative. If a report presents production figures in a particular period, it is informative. On the other hand, if it analyses the facts, draws conclusions and makes recommendations, it may be described as analytical, or

interpretative, or investigative. But if it goes into the causes of lower production in that period, it becomes analytical, interpretative or investigative.

CHARACTERISTICS OF A GOOD REPORT:

1. **Precision:** In a good report, the writer is very clear about the exact purpose of writing it. His investigation, analysis and recommendations are directed by this central purpose. Precision gives a kind of unity and coherence to the report and makes it a valuable document.

2. **Accuracy of facts:** The scientific accuracy of facts is very essential to a good report. Since reports invariably lead to decision-making, inaccurate facts may lead to disastrous decisions.

3. **Relevance:** The facts presented in a report should be not only accurate but relevant also. White it is essential that every fact included in a report has a bearing on the central purpose, it is equally essential to see that nothing relevant has escaped inclusion. Irrelevant facts make a report confusing; exclusion of relevant facts renders it incomplete and likely to mislead.

4. **Reader-orientation:** A good report is always reader-oriented. While drafting a report, it is necessary to keep in mind the person(s) who is (are) going to read it. A report meant for the layman will be different from another meant for technical experts.

5. **Objectivity of recommendations:** If recommendations are made at the end of a report, they must be impartial and objective. They should come as a logical conclusion to investigation and analysis. They must not reveal any self interest on the part of the writer.

6. **Simple and unambiguous language:** A good report is written in a simple, unambiguous language. It is a kind of scientific document of practical utility; hence it should be free from various forms of poetic embellishment like figures of speech.

7. **Clarity:** A good report is absolutely clear. Clarity depends on proper arrangement of facts. The report writer must proceed systematically. He should make his purpose clear, define his sources, state his findings and finally make necessary recommendations. He should divide his report into

short paragraphs giving them headings, and insert other suitable sign-posts to achieve greater clarity.

8. **Brevity:** A report should be brief. It is difficult to define brevity in absolute terms. Nor can brevity be laid down as a rule. All that can be said is that a good report is as brief as possible. Brevity should not be achieved at the cost of clarity. Nor should it be at the cost of completeness. Sometimes the problem being investigated is of such importance that it calls for a detailed discussion of facts. Then this discussion should not be evaded. Brevity in a report is the kind of brevity one recommends for a precis. Include everything significant and yet be brief.

9. **Grammatical accuracy:** The grammatical accuracy of language though listed at number 9 in the characteristics of a good report is of fundamental importance. It is one of the basic requisites of a good report as of any other piece of composition. Who is going to read a report if its language is faulty? Besides faculty construction of sentences makes the meaning obscure and ambiguous.

ORGANISATION OF REPORTS:

A report can be organized in three ways:

1. Letter form

2. Letter-text combination form

3. Memorandum form

**Letter Form**

The brief and informal reports are usually written in letter form.

It is written in first person "I" or "We". It consists of the following parts:

(i) Heading or Title

(ii) Date line

(iii) Inside Address

(iv) Salutation

(v) Body of the report

      (a) Introduction

      (b) Findings

      (c) Conclusions

      (d) Recommendations

(vi) Complimentary close

(vii) Signature and designation.

LETTER-TEXT AND DESIGNATION:

The letter-text combination form is suitable for the lengthy and complex reports. Though it is normally divided in three parts, each of the three parts are further sub-divided into smaller units.

I. Introductory Material

      (a) Forwarding

      (b) Title page,

      (c) Preface,

      (d) Acknowledgements,

      (e) Contents,

      (f) List of illustrations,

      (g) Summary or Synopsis

II. Body of the Report

      (a) Introduction

            (i) Definition of problem

(ii) Methodology

(b) Findings

(c) Conclusions

(d) Recommendations

III. Supplementary Material

(a) Appendix

(b) List of References

(c) Bibliography

(d) Glossary

(e) Index

(f) Signature and designation

MEMORANDUM FORM:

The memorandum form is the simplest way of report organization. In it the report writer does not follow the, formalities of the letter-form. The printed memorandum report forms of various types are used in the business houses which ensures uniformity, clarity and simplicity in the presentation of the reported information. The memorandum form can be divided in the following parts:

(a) Title

(b) Name of the report-writer

(c) Date line

(d) Actual text of report under various headings and subheadings

(e) Conclusions

CONSTITUENT PARTS OF THE REPORTS:

- **Title/Title Page:** It gives the title or the heading of the report. It also contains the name of the author, name of the authority to whom the report is submitted, the number of the report and the date of submission.

- **Letter of Forwarding:** 'Forwarding' or 'covering' letter is a routine letter for the transmittal of the report from the writer to the recipient. It simply serves as a permanent written record of the transmission of report to its primary recipient. It also contains the date of submission, the name and designation of the writer and the name of the authority. Sometimes it invites the readers' comments on the report.

- **Preface:** Preface is the author's explanatory remarks about the report. It introduces the report and offers it to the readers. It may contain almost all the information of the covering letter.

- **Acknowledgements:** In acknowledgements the author's mentions the names of the individuals and the organisations that have helped him in report writing. If the report includes published material, he gives the list of sources.

- **Contents Page:** Contents page is essential for the lengthy reports. It gives the titles, sub-titles and page numbers of each chapter. It not only helps the reader to locate a particular chapter but also gives him an overall view of the report at a glance.

- **List of Illustrations:** In the report consists of a page number of pictures, diagrams, tables and other figures, a list of illustrations is given after the contents page. It gives the titles and page numbers all the illustrations.

- **Summary / Synopsis:** The summary of the report is also called as the 'synopsis' and, the 'abstract' of the report. It gives substance of the report in brief. It describes the methodology, findings, conclusions and the recommendations in nutshell. The summary or synopsis is unnecessary for a short report of three-four pages but it is extremely useful to the reader if the report is lengthy.

- **Introduction to the study:** The introduction includes a brief historical background of the subject, scope of study, methods of data collection, definition of problem and definitions of special terms and concepts.

- **Conclusions:** The report writer analyses the data and draws conclusions on the basis of his 'findings'. The conclusions are supported by the findings and their explanations and analysis. The report writer may derive a number of conclusions based on the analysis of different facts. They should be grouped suitably and should be presented in the descending order so that important conclusions are mentioned in the beginning.

- **Recommendations:** Recommendations logically follow the conclusions of the findings: But all the reports do not include the recommendations or suggestions. In some reports the conclusions and the recommendations are combined. This combination may suit the short reports up to five-six pages; but for lengthy reports the recommendations, should be written separately to suggest the future course of action. . The recommendations in committee report are put in the form of resolutions.

- **Appendix:** The appendix contains diagrams, charts, maps, pictures, statistical data and other material which supports the main body of the report. The details which are separated from the body of the report are included in the appendix. The reader can understand the contents of the reports without it but if he desires to go through the details of the related evidences, supporting material and documents, he can find them in the appendix.

- **List of References:** The list of references helps the reader to locate a piece of information in the original source. Some reports are based on exclusive research. It is a customary that the writer of such a report should give the list of published or unpublished works referred by him in his report. If this list is lengthy, it should be arranged in alphabetical order and should be given at the end of the report. If the number of references is small, they can be mentioned in the footnotes.

- **Bibliography:** Bibliography is a list of published and unpublished works to which the report writer is indebted for certain ideas. It may also contain names of works for further

study. The list of works in bibliography is arranged in alphabetical order. Bibliography of the works to be consulted is often prepared before writing the report.

- **Glossary:** The technical or jargon words are usually explained in the footnotes. If the number of such words is large, a list of those words is prepared in an alphabetical order. This list is called as glossary. If the reader's field of expertise is different from the subject dealt in the reported if the technical words used in the report are likely to be unknown to him, the glossary becomes on essential part of the report.

- **Index:** In case of lengthy reports, an index is helpful to the reader to locate easily and quickly any topic or sub-topic of the contents. Index is included in the report if the table of contents cannot help the reader to point out all the aspects of the contents. It is always needed in bulky reports. The entries in the index are made in alphabetical order and page numbers are mentioned before each entry.

- **Signature:** A report is signed by a person who submits it to the authority. If it is prepared by a committee, the chairman of the committee signs it. Sometimes all the members of the committee are required to sign it. The members who disagree with certain matters in the report usually sign it with a note of dissent. Signature of the other members indicates their assent to the subject matter of the report.

GUIDELINES FOR PREPARING A REPORT FOR PUBLICATION:

- Covers

- Contents

Front Matter: Front matter includes everything before the body of the report, such as the letter from the Secretary, title page, acknowledgments, disclaimer, foreword, contents, list of exhibits, and executive summary. The elements of the front matter appear in the following order

Title Page: The title page includes the exact, accurate title of the publication. The title page might also include the date of publication (month and year with no comma between them).

Acknowledgments: The acknowledgments appear on the reverse of the title page. In this section, the author references or thanks

Executive Summary: An executive summary is strongly recommended for reports longer than 50 pages. The executive summary should be no longer than five single-spaced pages and include only what readers must know to understand the thesis of the report.

End Matter End matter includes everything that follows the body of the report

Body of the Report: The body of the report is the main text.

Disclaimer

Appendixes: When relevant information is either too long or too detailed to be included in the main text of the report, it is presented in one or more appendixes. Charts or graphs may also be included in appendixes.

References or Works Cited

## PERIODICAL REPORTS:

The objective of the periodic report is to describe the work carried out under the project and. the achievements for the relevant period. It is a progress report which provides an update on.

- Collect information and data required to populate your report.

- Begin with a summary statement or paragraph not exceeding 4 lines.

- Follow up the summary with a factual representation of performance.

- Capture the current status of key resources.

- Capture activities undertaken during the period.

- Prepare the appendices section.

- Review the report for accuracy and grammar.

- Submit the report and follow up on action items.

**SHAREHOLDER'S REPORT/ ANNUAL BUSINESS REPORT:**

An annual business report is the report prepared and published at the end of an accounting year is called annual report. An annual report is one of the various publications made out by companies. All the public limited companies are obliged to prepare a report at the end of every accounting year for their shareholders. An annual report is comprised of the audited accounts of the company with the auditor's report, the director's report and any other presentations on the funds, performance and activates of the company.

**Contents of Annual Business Reports:**

**Company profile:** In modern time, companies usually give a general business profile at the beginning of their annual reports. The company profile highlights the general business activities, company mission, vision, goals, and policies.

**Message from the chairman**: The chairman of the board of directors gives a message to the shareholders. In his message, the chairman briefs about the company's general affairs, objectives, performance during last year, future plans, contribution to the economy, employment conditions, labor relations, accounting practices and the prospect of the company.

**Composition of Board of Directors:** Composition of the board of directors is an essential element of the annual report. In this section, the names and address of all directors are mentioned.

**Management Structure**: Some companies show their management structure in the annual reports.

**Shareholding pattern:** In modern time, the capital structure of the company and shareholding pattern by the directors and general public separately shows in the annual report. Such a disclosure is necessary to determine whether the company is owned by a few directors or by mass people. It is also useful for the purpose of corporate governance of the company.

**Notice of Annual General Meeting:** Notice of annual general meeting is a common part of annual report. The purpose of this notice is to inform the shareholders regarding the date and place of the ensuing annual general meeting.

**Director's report:** The directors draft a short statement on company activities which is called directors report. This report presents an overall picture of the company on behalf of the Board of Directors.

**Auditor's report:** At the end of accounting year, the company has to prepare a balance sheet, profit and loss account, cash flow statement and other related schedules to support the accounts. After preparation of accounts, it is to be audited. The auditors issued a certificate named auditor's report which is enclosed in the annual report.

**Audited financial statements:** Audited financial statements are the key part of an annual business report. This par contains profit and loss account or income statement, balance sheet, cash flow statement and owner's equity statement. These statements explain the financial health of the company including its profits, assets and external liabilities.

**The Purpose of Board Reports**

Board committees write formal reports to the board so that they have an opportunity to learn about the work that the committee has been doing. Committee reports become part of the minutes and should be kept for historical and recording value. Committee reports could also be called upon at any time if a legal issue arises, which makes it ultra-important for committees to document their findings in writing. Take a look at these reasons that committees write reports to the board.

**Bring the Board Up to Speed**

Committee reports bring the board up to speed on the work that the committee has been doing since the last report. It gives the board the chance to give input and ask questions. All board members have responsibilities to be active participants even when they are not participating on a board.

**Give Board Members a Sense of Pride and Enthusiasm**

When committee reports are read, it creates a spirit of accomplishment and enthusiasm among the board members. Committee reports can be a useful tool for helping to keep a board united.

**To Remind Board Members of the Commitments They Made**

If a board created a committee and gave them an objective, they have to recognize the importance of the work that the committee is doing.

**To Spark Discussions and Questions from the Board**

Even though the remaining board members are not participating on the committee, they need to show an active and vested interest in the work the committee performs. Committee reports should form the basis for a discussion. Committee members should be prepared to answer questions and take the board's concerns back to the committee.

**To Give the Board Members Information for Marketing Purposes**

The board should be aware of all of the activities of the committees. Having lots of information to share with their personal or professional networks will spark enthusiasm for the organization and its goals.

**What Goes Into a Report for the Board of Directors?**

- Date

- Name of committee

- Name of committee chair

- Names of committee members

- The objective of the committee

- Summary of recent accomplishments and current activities

- List of activities in progress and upcoming events

- Financial impact

- Dissenting opinions

- Recommendations to the executive director or CEO

- Recommendations to the Board of Directors

**CREDITOR'S REPORT:**

Management need access to reports to analyze the current, past, and forecasted 'health' of the business. They need to use the reports to determine decision making to grow the business. - Investors need to see the reports to determine whether it's a viable option to invest money or goods into the business. Creditors need to view reports to see whether the business has enough cash flow/equity/assets to back-up a further debt and whether the institution will lend the money and how much it will grant. The government needs to see reports to understand whether the business is being compliant in OHS and other legislations relating to the business. It also needs the information to determine if accounting information is being recorded correctly

**Reports by Committees or Sub-Committees:**

Some business reports are concerned with more than one department or individual and some subjects are too important and expansive to be entrusted to one person for its research findings and recommendations. Such a subject matter requires careful and complete investigation by the committees and sub-committees in which a number of people are involved in the process of report writing. There is a cautious deliberation over all the issues of the subject-matter. The views and opinions of all the committee members are given serious consideration before they arrive to certain conclusions. It is usually written with impersonal and formal style. These reports should invariably mention the objectives of the investigation, methods of data collection, explanation or interpretation of collected data, details of evidences gathered, the conclusions of the deliberations and recommendations or suggestions given by the committee or the sub-committee. They should also mention the names of a person or body to whom the report is addressed. Such a report is usually signed by all the members or by the chairman of the committee.

**Auditor's reports:**

An auditor's report provides an opinion on the validity and reliability of a company's financial statements. The goal of an auditor's report is to document reasonable assurance that a company's financial statements are free from error. Along with balance sheets, profit & loss statements, and director's reports, auditor's reports make up part of a company's statutory accounts.

A typical auditor's report will state:

- The company that has been audited and what their accounting method is

- The responsibility of the auditor and their report

- Reservations (if any)

- Conclusion

- Any additional information

- A management report

- The date and auditor's signature

**Four types of reports:**

- The *clean* or *unqualified opinion:* This report indicates the auditor's opinion that all documents provided for the evaluation indicate that the company's financial activities and records are correct and acceptable.

- The *qualified opinion:* This report is generally positive because it indicates that the auditor has found nothing wrong in the financial documentation.

- The *adverse opinion*. Hopefully never a report you will have to face as it is the worst type to receive following an audit. An adverse opinion means that the company has not adhered to the standards set by the UK GAAP(Generally Accepted Accounting Practice)

- *Disclaimer of opinion:* This simply means that the auditor wasn't able to complete the audit due to a particular reason.

**Reports of Investigation:**

The act or process of investigating; a careful search or examination in order to discover facts, etc.

**Initial action on receiving a complaint**

Receipt of completed investigation forms and notify the registrant(s) involved that a complaint against them is being investigated.

**Investigating the complaint**

Gather evidence, which may include obtaining copies of clinical records from optical practices or hospitals; also obtain witness statements from the person making the complaint ("the complainant") or other witnesses. Send all the evidence that has been gathered to the registrant(s) and give them an opportunity to make written representations about the complaint. Once the complainant has been given an opportunity to comment on the registrant(s)' written representations, the Investigation Committee will consider the complaint.

When considering the complaint, the Investigation Committee is provided with copies of:

  -the investigation form;

  -all the evidence;

  -the registrant(s)' representations and any comments made by the complainant.

**Consideration by the Investigation Committee**

The Investigation Committee is made up of registrants and lay members (people who are not optically trained).

- Research

- Communication

- Understanding

- Explanation

- Diagnosis

- Solution Design

## How to Format an Investigation Report:

Design a cover page. Place the report's title in the bottom right corner. Identify the entity requesting the report. Give the month and year the report was completed. Name the company or individual who performed the investigation and prepared the report. Provide the company's or individual's address and phone number.

Identify where the investigation was performed. Some examples are the scene of a car accident, a waste disposal area and a construction site. Provide a street address and the country and state. Write a brief summary defining the type of investigation, whether criminal, environmental or accident.

Identify standards the authors complied with to conduct the investigation and write the report. For example, "The investigation was performed in compliance with Police Officer's Accident Re-Construction Regulations as defined in the Department's Manual."

Prepare a certifications page. Have investigators and report writers certify that the information contained in the report is accurate and complete. Notarize all signatures.

Create a table of contents. Divide report topics into introduction, physical setting, previous investigations, current investigation, findings, references, recommendations and appendices. Have subtitles with these topics to introduce the relevant text.

Write an introduction that discusses the investigation's purpose. Provide background information and state whether this investigation is part of a larger one. If so, describe the next step. For example, "This investigation was performed to determine whether enough evidence exists to charge one of the parties with criminal misconduct. The next step will be to present these findings to a grand jury."

Describe the physical setting of the investigation. Identify landmarks. For example, "The site is located ten miles south of the Anderson Memorial Hospital, on a densely wooded ten-acre tract of land"

Call the next section "Prior Investigations." Identify who conducted prior investigations. Give titles and dates of prior reports. Briefly discuss prior findings. If applicable, explain how the prior findings differ from those in the current report.

Create a section for "Current Investigation." Identify investigators and procedures they followed. Identify any laboratories that performed tests on samples taken during the investigation. For example, "The control samples collected from seven monitoring wells on the property were analyzed for quality control at Smith Laboratories."

Format a separate section devoted to "Findings." Create separately titled subsections. For example, subsections might be titled "surface water results" or "soil boring logs." Specify whether results are reported on tables or graphs and give corresponding page numbers.

Summarize the investigation in a section for "Recommendations." Discuss the significance of the findings and suggest further action, if necessary. For example, criminal investigators might conclude that more witness interviews are needed.

Attach charts and tables in a section for "Appendices." Attach transcribed interviews with parties and eyewitnesses.

Leave a final section for "References." Identify documents, manuals and regulations consulted by investigators.

PRESS NOTES AND SPEECHES OF THE CHAIRPERSON IN COMPANY MEETINGS.

# PRESS NOTES:

It is the statement announced by the state, department or government to media for publishing or broadcasting.

A **press release**, **news release**, **media release**, **press statement** or **video release** is a written or recorded communication directed at members of the news media for the purpose of announcing something truly newsworthy.  Typically, they are mailed, faxed, or e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, or television networks. Websites have changed the way press releases are submitted. Commercial, fee-based press release distribution services, such as news wire services, or free website services co-exist, making news distribution more affordable and leveling the playing field for smaller businesses. Such websites hold a repository of press releases and claim to make a company's news more prominent on the web and searchable via major search engines.

The use of press releases is common in the field of public relations (PR). Typically, the aim is to attract favorable media attention to the PR professional's client and/or provide publicity for products or events marketed by those clients.  A press release provides reporters with an information subsidy containing the basics needed to develop a news story.  Press releases can announce a range of news items, such as scheduled events, personal promotions, awards, new products and services, sales and other financial data, accomplishments, etc.

They are often used in generating a feature story or are sent for the purpose of announcing news conferences, upcoming events or a change in corporation.  Uncritical use or overuse of press releases by journalists has been dubbed churnalism. **Churnalism** is a form of journalism in which press releases, wire stories and other forms of pre-packaged material are used to create articles in newspapers and other news media in order to meet increasing pressures of time and cost without undertaking further research or checking. A *press statement* is information supplied to reporters. This is an official announcement or account of a news story that is specially prepared and issued to newspapers and other news media for them to make known to the public.

[COMPANY LOGO]

Contact: John Smith                                        FOR IMMEDIATE RELEASE
Tel. 555/555-2222
Cell Phone: 555/555-2222
Email: johnsmith@anywhere.com

MAIN TITLE OF PRESS RELEASE GOES HERE IN ALL UPPER CASE
Subtitle Goes Here in Title Case (Upper and Lower)

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# # #

If you'd like more information about this topic, or to schedule an interview with John Smith, please call Pat Brown at 555/555-2222 or e-mail Pat at pr@theplace4vitamins.com

## WRITING YOUR OWN PRESS RELEASE:

**1. Write the headline**. It should be brief, clear and to the point: an ultra-compact version of the press release's key point. Plenty of PR professionals recommend writing your headline at the end, after the rest of the release is written. If you follow that instruction, continue on and come back to writing the headline once the rest is done.

**Headlines written in bold!**

A bold headline also typically uses a larger font size than the body copy. Conventional press release headlines use the present tense and exclude "a" and "the", as well as forms of the verb "to be" in certain contexts.

**First word capitalized**.

As are all proper nouns. Most headline words appear in lower-case letters, although using a stylized "small caps" font style can create a more graphically news-attractive look and feel. Do not capitalize every word.

**Extract important keywords**.

The simplest method to create the press release headline is to extract the most important keywords from your press release. From these keywords, try to frame a logical and attention-getting statement. If including a summary sentence after the headline, the same rules apply. Using keywords early will give you better visibility in search engines, and it will be simpler for journalists and readers to get the idea of the press release content. Look at the actions in this first step, and notice how every one of them could be a press release headline.

2. **Write the body copy.**

The press release should be written as you want it to appear in a news story. And remember this: most journalists are very busy, and don't have time to research your company's big announcement, so much of what you write for your press release will be what the journalists use in their write up of your big event. Whatever you want them to say, this is where you put it.Start with the date and city in which the press release originates. The city may be omitted if it will be confusing, for example if the release is written in New York about events in the company's Chicago division. The lead, or first sentence, should grab the reader and say concisely what is happening. For example, if the headline is "Carpren Publishing releases new WWII novel," the first sentence might be something like, "Carpren Publishing, Ltd., today released their first World War II novel by celebrated writer Arcy Kay." It expands the headline enough to fill in some of the details, and brings the reader further into the story. The next one to two sentences should then expand upon the lead.

The press release body copy should be compact. Avoid using very long sentences and paragraphs. Avoid repetition and overuse of fancy language and jargon. Strive for simplicity, and no wasted words. The first paragraph (two to three sentences) should sum up the press release,

and the additional content must elaborate it. In a fast-paced world, neither journalists, nor other readers, would read the entire press release if the start of the article didn't generate interest.

Deal with actual facts—events, products, services, people, targets, goals, plans, projects. Try to provide maximum use of concrete facts. A simple method for writing an effective press release is to make a list of following clarifications: Who, what, when, where, why, and how.

3. **Communicate the "5 Ws" (and the H) clearly**. Who, what, when, where, why—and how—should tell the reader everything they need to know. Consider the checklist in context with the points below, using the example above to generate our press release:

   - Who is this about? Carpren Publishing.

   - What is the actual news? Carpren Publishing is releasing a book.

   - When does this even happen? Tomorrow.

   - Where does this even take place? In all major markets, tomorrow.

   - Why this is news? It was written by renowned author, Arcy Kay.

   - How is this happening? The main event is at a book signing in Chicago, followed by a book tour to all the major metropolitan areas.

   - With the basics defined, fill in the gaps with information about the people, products, items, dates and other things related with the news.

     ➢ If your company is not the main subject of the news, but is the source of the press release, make it clear in the body.

   - Keep it short and to the point. The length of a press release should be no more than three pages. If you are sending a hard copy, the text should be double-spaced.

   - The more newsworthy you make the press release copy, the better the chances of it being selected by a journalist for reporting. Find out what "newsworthy" means to a given market and use this knowledge to hook the editor or reporter.

4. **Include information about the company**.

 When a journalist picks up your press release for a story, he or she would logically have to mention the company in the news article. Journalists can then get the company information from this section.

- The title for this section should be——About XYZ_COMPANY.

- After the title, use a paragraph or two to describe your company with 5 or 6 lines each. The text must describe your company, its core business and the business policy. Many businesses already have professionally written brochures, presentations, business plans, etc. That introductory text can be put here. At the end of this section, point to your website. The link should be the exact and complete URL without any embedding so that, even if this page is printed, the link will be printed as it is. For example: http://www.your_company_website.com, not **Click here** to visit the website.

- Companies which maintain a separate media page on their websites must point to that URL here. A media page typically has contact information and press kits.

5. **Tie it together**.
   Provide some extra information links that support your press release.

6. **Add contact information**.
 If your press release is really newsworthy, journalists would surely like more information or would like to interview key people associated with it. f you are comfortable with the idea of letting your key people be contacted directly by media, you can provide their contact details on the press release page itself. For example, in case of some innovation, you can provide the contact information of your engineering or research team for the media. Otherwise, you must provide the details of your media/PR department in the "Contact" section. If you do not have dedicated team for this function, you must appoint somebody who will act as a link between the media and your people.

- The contact details must be limited and specific only to the current press release. The contact details must include:The company's official name

- Media department's official name and contact person

- Office address

- Telephone and fax numbers with proper country/city codes and extension numbers

- Mobile phone number (optional)

- Timings of availability

- Email addresses

- Website address.

7. <u>**If possible, include a link to an online copy of the same release**</u>.

   It is good practice to keep a log of all of your press releases housed on your own website. This can make providing such a link easier to produce, as well as keeping a record for historical purposes.

8. <u>**Signal the end of the press release with three # (hash) symbols, centered directly underneath the last line of the release**</u>.

   This is a journalistic standard.

# Sample Press Release

**Crab Tech Hermit Crab Shells and Hermi tHome sannounce merger**

By James Downey

August 10, 2012

**Portland, OR** – Locally owned CrabTech Hermit Crab Shells announced today that it will be merging with Miami-based crab shell superstore HermitHomes effective December 21, 2012. Company officials are expected to meet with Crab Construction Union officials later this month to discuss employee benefits and retirement packages.

CrabTech officials expect this merger to improve investor confidence and widen its customer base. In addition to shells, CrabTech stores will now stock aquariums, heating stones, and crab socialization areas.

The merger will permit HermitHomes factories in Virginia and Colorado to construct CrabTech's patented BioShells and Shellac-Attack hermit crab shells. In exchange, CrabTech stores will be opened in Maine and Michigan, with construction and product selection completed by HermitHomes contractors.

More information is expected to be released following a shareholders meeting on August 20, 2012.

**About CrabTech Hermit Crab Shells**

CrabTech opened its first store in Portland in 1996 and is owned by Jesse and Jean Callahan. It has enjoyed 16 years as an independent company and has six stores in Oregon and Washington.

CrabTech will uphold its promise to stimulate the local economy. Known for its biodegradable temporary shells and sustainably harvested shellac, the company also intends to maintain its commitment to environmentally friendly business practices. For more information, please visit http://www.CrabTechHermits.com/.

**About HermitHomes**

HermitHomes is a Miami-based crab shell dealer. It specializes in wholesome, crab-healthy living and is committed to using only American labor to create and market its products. It has 68 stores nationwide, as well asfour overseas in France and Chile. For more information, please visithttp://www.HermitHomes.com/.

**Contact**

To learn more about this merger, please contact

Bill Stickers, Media Relations

1246 NE Sandy Blvd. Ste. 210A

Office: (503) 867-5309

Fax: (503) 867-5408

 billstickers@crabtechhermits.com

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## PRESS REPORTS:

The press reports are the reports of the events and activities published in the newspapers and periodicals so that the news reach to the large number of people simultaneously.  A reader may not be interested in all the events and activities described in the newspapers and periodicals but he may come across certain topics of his interest. Some of the news definitely creates curiosity and interest in every reader. As the social animals we are always curious to know about what goes on around ourselves. The press reports not only satisfy our curiosity but they also educate us in our daily walks of life by, supplying us the news along with expert opinions, editorials and special articles.

## Essential Aspects of a Good Press Report:

**News Value:** The news value of a press report depends on the number of people being affected by the event or activity described in it.

Ex: The Prime Minister's visit to a foreign country has more news value than a factory workers visit to his native place, A fathers money order to his son is not a news but the government's relief fund to the drought affected people makes a news, A marriage invitation letter from one's friend does not have a news valve but the American's President's invitation to the Indian Prime Minister to visit his country has the news value.

**Clarity and Completeness:** Accuracy, Clarity and completeness: The press report should be accurate, clear and complete: If the headline of reports arouses curiosity, it should be clear and complete and accurate to satisfy that curiosity. The reported news should give accurate facts, figures and statements.

**Attractive and Lucid Style:** The language of the press reports should be attractive, simple, lucid and catchy. Not only the language but the script also, should make a 'news sense'. If the readers find the news difficult to understand due to its style, it won't tempt the readers to read further.

**Feedback:** The news should be capable of receiving feedback from the readers. It should initiate the public to think over the events and activities described in it. It should mobilise the public views and opinions on the current topics of the public interest.

**Conciseness:** The press reporter should always remember that the readers time is precious and they should not feel that they are wasting their valuable time in reading the unnecessarily lengthy news. He should avoid the needless words and irrelevant details of information. But his brevity and conciseness should not be at the cost of the completeness and clarity.

**Reported Speech:** The press reports should be drafted in indirect speech and in past tense.

## Organization of Press Report:

1. Headline

2. Place and Date of Reporting

3. Lead: The lead of a press report means the first one or two paragraphs of the report.

4. Body

5. Conclusion

**Example 12.1: Report on boat-engines used by the fisherman in Sindhudurg district**

Mr. D.N. Palkiwala,
Sales Manager,
 Kirloskar and Company  Kirloskarwadi,
Pune-38.

5th Aug., 20.......

The Managing Director,
 Kirloskar and Company,
Kirloskarwadi,  Pune-38.

Dear Sir,
Subject: Report on boat-engines used by the fishermen in Sindhudurg district.

Ref.:   Your letter No. KC-SJ-187 dated 4th July, 20.........

I accordance with your instructions contained in your letter mentioned a bove, a survey was conducted among the fishermen in Sindhudurg  district The coastal towns and villages selected for this purpose were Chinder, Walawal, Porle, Rajiwada, Bhatye, Malwan and Vengulla. The questionnaires used for the survey were supplied to the fishermen in the above villages.

The objectives of this report are as follows:

1. To study the reasons behind popularity of the boat-engines manufactured by the rival companies like Yamaha, Ruston, Ashok Leyland etc.

2.  To study the problems and difficulties of the fishermen regarding purchasing, handling and performance of our boat engines.

3. To study the market demand of our boat-engines and their space parts.

4. To find out the causes responsible for the steady fall in the sales of our boat engines.

5. To give useful suggestions to remedy the situation.

Findings

A careful examination of the various aspects of problem and the information obtained through interviews and questionnaires reveal the following details.

1 Popularity of the boat-engines introduced by other companies such as Yamaha, Ruston, Ashok Leyland:

(a) The first reason behind the popularity of boat engines introduced by the companies mentioned above is that the fishermen in. selected coastal towns and villages get attracted towards those engines because of their better performance, and lower fuel consumption. The second important factor is that the light weight of the engines. The weight of boat engines is an important factor for the fishermen because it affects the load capacity of the small boats. The running capacity of a small fishing boat depends on its own weight as well as on the weight of tile engine. Yamaha engines are lighter in weight as compared to those of ours. A fisherman can carry it easily on his shoulder from his hut to his boat on the shore. Fishermen find Kirloskar engines very heavy in their weight. Secondly, Yamaha engines require less fuel as compared to the fuel requirement of oil engines.

(b) The middle and higher class fishermen having medium and large size fishing boats prefer Ruston and Leyland engines for heavy duty performance. Their interest in buying Ruston is mainly due to the reason that these machines have water cooling system, whereas our engines have air cooling them. Water cooling system effectively controls the excessive heat generated by the engine. The air cooling system of our engines which is not so effective in heat-controlling affects the fishing operations at long distances, especially in hot seasons.

(c) Due to availability of the spare parts whenever necessary and due to their lower prices; the Ashok Leyland engines are more popular among the fishermen in Sindhudurg district. Ruston and Leyland offer guarantee of their products for a longer period.

De motivating factors in buying and handling our engines and spare parts as follows:

   (a) Our engines consume more fuel.

   (b) Spare parts of our' engines are not readily available.

   (c) Our engines become much hot after a particular period.

(d) Starting trouble: Our engines do not start readily and easily. They require more efforts in starting.

(e) Bank Loan: While buying our engines on loan basis, the fisherman face problems in obtaining loan from the banks.

**Conclusions**

Fishermen in Sindhudurg district are attracted towards, the engines introduced by Yamaha, Ruston and Leyland because of their clear advantages over our engines. Their easily obtainable loan-schemes, effective after-sale service net work and, lastly, the long term guarantee period of their engines and spare parts are some of the factors which have played an important role in enhancing popularity of their products in Sindhudurg district.

# Recommendations

We can create interest among the fishermen in Sindhudurg to buy our engines and spare parts if:

1. We offer them better and prompt after sale service.
2. We make them available the spare-parts whenever necessary at reasonable rates.
3. We improve the models of our engines by employing latest modem technology which will remove all the disadvantages and enhance the heavy duty performance of our engines.
4. We refuse fuel consumption rate of our engines.
5. We provide sufficient quota of our engines and spare parts to the corresponding dealers of our company.
6. We increase the number of our corresponding dealers.
7. We provide the fishermen of Sindhudurg some loan-scheme, to enable them to buy our engines promptly on loan basis.

Yours faithfully,
Harsha Babu
Sales Manager
Kirloskar and Company

## SPEECH:

Speech making is an organized communication aimed at sharing specific message about a given subject to create impact towards solving human problems.

### Types of Speech:

1. Argumentative speech

2. Persuasive speech

3. Educative speech and

4. Informative speech

### Argumentative speech:

Arguments imply elaborate presentation of all perspectives to an object or a subject of discussion, before settling down for the most applicable option. What comes out of an argument as most acceptable may not necessarily be truer, or better than other options, but the process of arguing makes it best, when compared to the others.

**Example:**

-Among Democrats and Republicans we find an argumentative attitude toward political issues such as  gay marriages etc.

- Cell Phones: A Necessity or a Convenience?

**Persuasive speech:**

This type of speech is meant to stimulate a favorable disposition towards the subject of your concern or to appeal to audience to see it your way and act as you desire.Companies, individuals and Non-Governmental Organizations (NGOs) that depend on project grants are often required to their proposals in brief, before forums of grant agencies. In doing this, they are expected to give brief, straight-to-point run down of what they propose to do to achieve goal, if given grant.
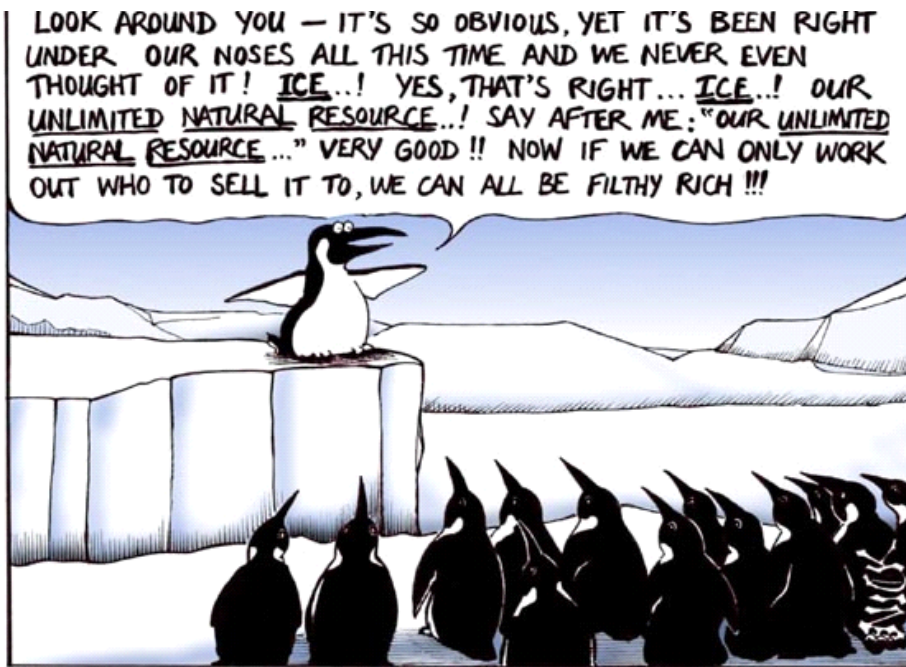


Penguin motivational speakers.

EDUCATIVE SPEECH:

Although teaching in a class room situation requires more than speech making skills, it would do you well as a professional teacher, haven undergone training in the profession, to add these to your skills.  As one who teaches in a school or a religious organization, one makes speeches often, both officially and otherwise.

INFORMATIVE SPEECH:

The aim of this class of speech is to make known. This may come in presentable form in which the speech maker delivers it to audience or may be a press release. Whichever the case, both the writer and giver of speech must choose words carefully in order not to mislead, as the aim is to give accurate, unmistaken information as at press conference, organizational report forums, annual general meetings, state of the affair reviews etc.

## Structure of a Good Speech

### *An introduction:*

This being the first line of your presentation, it is the most important as it sets the tone and mood for the rest of the presentation. If therefore, your introduction is good, it captivates audiences' attention and stirs up interest: sends questions, expectations and anxieties running in the minds of the audience.

### *Linkage:*

A linkage is a sentence or two that connect the introduction with the details' section (body) of the presentation.

### *The Body of Details:*

Haven captivated the interest of your audience in the introduction and properly linked it using appropriate word; the emphasis now rests on providing all the details that are the main thrust of the presentation. All the points you may have gathered in the research will now be knit together beautifully and well explained to answer the questions your audience are likely to be asking.

### *The Conclusion:*

The last line of a good presentation should leave a lasting impression on people's minds. Often, a relevant quote or rhetoric does the magic but the speech writer or (and) the presenter should

understand that the relevance of the devices to subject or occasion as well as your accuracy of expressions is what leaves indelible marks on the minds of audiences. The conclusion should be food for thought, something people should remember long after they may have forgotten everything else, including the speech maker.

## STAGES IN THE SPEECH MAKING PROCESS

### Research:

If you are to speak, it means that there is someone you are to speak to, about something, something of importance to both of you, and at a given time and place. Your first responsibility is to FIND OUT what it is you are going to talk about.

### Speech Writing:

A well-researched speech may often end up poorly delivered if it is poorly documented, as many speech makers find the Read Only Strategy (ROS) more convenient than any other method. For a speech to be remarkable, its research, documentation and delivery must be sufficiently mastered.

## BASIC FORMATS OF SPEECH WRITING:

### Scripted Speech:

The speech writer is different from its presenter, the speech presenter may have little or no idea about the technicalities of the subject of discussion, as he/she only read what is on paper. In this case, questions asked pose a great challenge to the presenter and may often be a source of embarrassment. A person delivering speech using ROS (Read Only Strategy), without sufficient rehearsal may get pronunciations wrong and dodge questions at the end of the exercise as politicians do, because they are hardly involved in the creation of their speeches. However, this

is the most used type of speech, practiced by political icons and celebrities because of its convenience.

The hugest merit of this is the convenience and the fact that individuals who are extremely shy or incompetent can hide away their weaknesses behind the paper already written for them. Also, the speech presenter may not need to have a deep knowledge of the subject, provided the writer of the speech does a good job. It is of advantage to persons who make many speeches within limited time and have little or no time to rehearse.

### The Semi - Scripted Speech Format:

When only the principal lines of thought are written down, leaving the rest to be done on the spot of delivery. The preacher in a religious event may for example, write down a theme and scriptural texts while leaving the connected sentences to the process of delivery. This method, a combination of ROS and improvisation proves beneficial when the speech writer is the same as the one to delivers.  Otherwise, it becomes almost impracticable to deliver a semi - scripted speech prepared by somebody else. Where it is feasible, the writer and presenter must necessarily require massive effort at rehearsals which may not always be forth coming.

### Out - Line Speech Format:

Highly flexible and creative method that only notes in sequence, key points while leaving connected sentences to the delivery point.  The advantage of this lies in the fact that where the atmosphere does not permit certain lines of thought or use of language, the speech maker changes direction.  And because it is outlined rather than scripted, prevailing circumstances, at event venue, such as mood, time and language suitability are easily manageable.  However, this method is most successful where the speech writer is the speech maker or where the latter has equal in-depth knowledge of subject and shares similar views with the former.

### Unscripted Speech Format:

This, otherwise referred here as improvisation or spontaneous, is a speech format that requires no prior writing at all. Its success solely depends on the speech maker's ability to improvise, that is, to create instantaneously, a spontaneous response to the situation. This, experience has shown, is the most effective speech style that does not fail to take audience along, as it is a child of circumstance.

## SPEECH BY CHAIRMAN

Opening Para:

My dear shareholders, ladies and gentlemen: I am very pleased to extend a warm welcome to each of you to the fiftieth Annual General Meeting of our company. I trust all of you are pleased with the results for the year ended March 2010 and our recommendation for a dividend at the rate of Rs.40 per share - which will be the highest dividend ever declared in the 51-year life of our company.

Previous year's progress or downfall:

Those of you who have seen our accounts for the year 2009-10 and have read our Directors' Report will know that this level of dividend distribution is well justified by the financial results of your company. The reasons and circumstances responsible for these results have been discussed in the Directors' Report and it is not my intention today to repeat that analysis. Instead, considering the fact that this is our fiftieth Annual General Meeting, it may be appropriate to reflect upon the nature and performance of your company in an historical perspective.

Body of letter:

Today, just before this AGM, we presented the film *We Are Hawkins* which was seen by many of you. That film, in 75 minutes, tells the story of how the company we own has gone about its business over the last 50 years. It tells this story in the words of people who know the company well, either because they work in the company or because they deal with the company or because they use the company's products. I hope that those of you who have seen this film have got a better understanding of what your company is all about and how it has produced the results that you have got so far.

Present years P&L a/c:

The financial results of the June quarter of 2010-11 are good. Net Sales are Rs.61.8 crores, up 15% over June quarter in the previous year. Net Profit after Tax is Rs.8.1 crores, up 14% over June quarter in the previous year.

Closure:

Finally, I must express my profound gratitude to all of you, dear shareholders, for the steadfast confidence you have reposed in our Company and the Team Hawkins through thick and thin. And thank you for your patient hearing of my thoughts today.

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