

Business Communication.

Unit 1

Meaning :- and definition :-

Communication is a two-way exchange of ideas and information that leads to a common understanding. Different management scholars and practitioners have defined the term Communication.

Objectives :-

1. We Communicate to Persuade
2. We Communicate in order to give or Provide information
3. We Communicate Seeking information
4. We Communicate to express our emotions

Characteristics :-

1. Involving two people - a sender and a receiver.
2. It involving both information and understanding.
3. Conveyed from one person to another.
4. Its purpose is to motivate a response.
5. It is basic for ~~action~~ and Co-ordination.

Needs :-

- Barriers :-
1. Barriers due to Organisational Structure.
 2. Barriers due to Status and Position.
 3. Language barriers.
 4. Faulty expressions.
 5. Communication Overload.
 6. Value Judgements.
 7. Others barriers.

Importance of Commercial Correspondence :-

1. Creating Business Relations.
2. Evidence for Reference
3. Assistance to Trade Enquiries
4. Building Goodwill.
5. Avoiding Direct Conversation.
6. Economy in Correspondence
7. Planning.
8. Inhasty Business Decisions.
9. Business Transactions.

Functions of Commercial Correspondence

1. Letters established contacts between two parties separated by long distance.
2. Letters provide written evidence of what pass on between persons resulting in contractual relation - ship.
3. Letters serve as a chief mode of communication.
4. Letters seek or give information.

Appearance of a business letter :-

1. Paper, 2. typing, 3. margin 4. fold 5. envelop
6. Superscription.

Qualities of Business Letters:

1. Clarity, 2. Cheerfulness 3. Closeness 4. Promptness.
5. Completeness, 6. appropriateness, 7. Correctness 8. the C attitude, cursive, integral.

Structure :-

1. heading, 2. Date, 3. Reference No. 4. Inside Address.
5. Salutation 6. message 7. Complimentary close.
8. Signature.

Unit - II

Letter of Enquiry :-

Enquiry: when a buyer wishes to get some information about the quantity, price, available etc. of goods to be purchased are about the terms of sales. to write a letter of enquiry to the seller.

Types :- Solicited.

Unsolicited.

Retainer.

Enquiry for some favours.

Offer: and Quotations :-

Offer: An offer is like a sales letter send to all prospective customers including existing customers.

Quotations: A Quotation is specific offer for sale.

Credit and Status Enquiries :-

4. 'c' s

1. characters

2. Capacity

3. Capital.

4. Condition of the Customer Business.

Orders :- meaning.

Content of an Order letter.

drafting an Order letter

Order forms.

Kind of order letters.

Model order letters

Cancellation Order letter. drafting.

Unit 3.

Complaints and Adjustments.

1. meaning.
2. sources of mistake given rise to complaint.
3. drafting Complaint letters.
4. drafting Adjustment letters.
5. model letters.

Collection letters :

Meaning
Procedure of Collections.
drafting Collection letters.
Collection series letters.
Model Collection letters.

Agency Letters

Meaning.
Important points to be writing the Agency letters
model letters.

Circular letters :

Meaning.
drafting points.
Model letters.

Unit 4

Application for Job:

Banking letters : meaning., Bank Correspondence can be classified as under.

1. letters between the head office and its branches, head office and its customers, head office and another bank, one bank to another bank.

2. Letter of Credit

3. Drafting a letter of Credit.

Content of a letter of Credit.

model letters:-

Export and import:-

1. meaning.

2. import trade.

Bill of Entry

Bills of Sight.

Payments of Customs Entries.

Export trade.

Bills of lading

model letters.

Business Reports:-

meaning, definition, Importance of Reports -

Parts of reports, types of Business reports.

Characteristics of good report.

Preparing the reports.

Organisation of the report.

Unit 5

Mail - meaning, advantage, - video Conferencing, - importance
fax and telex meaning, cell phone, sms, advantage
of voice mail → meaning, telex - and advantage,
telegram and advantage smart phone - Internet and
uses. IVRS. Interactive Voice response system - New