

B.A. (Hons.) English
Semester-2
CC-SEC-201
Corporate Communication Skills - 2



Message for Students

Dr. Babasaheb Ambedkar Open University is the only state Open University, established by the Government of Gujarat by the Act No. 14 of 1994 passed by the Gujarat State Legislature; in the memory of the creator of Indian Constitution and Bharat Ratna Dr. Babasaheb Bhimrao Ambedkar. We stand at the seventh position in terms of establishment of the Open Universities in the country. The University provides more than 70 courses including various Certificates, Diplomas, Post Graduate Diplomas, Under Graduate, Post Graduate, as well as Doctoral degree, to strengthen Higher Education across the state.



On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and erected a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the University and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri Swami Vivekananda:

"We want the education by which, the character is formed, strength of mind is increased, the intellect is expand and by which one can stand on one's own feet".

In order to provide students with qualitative, skill and life oriented education at their threshold, Dr. Babasaheb Ambedkar Open University is dedicated to this very manifestation of education. The university is incessantly working to provide higher education to the wider mass across the state of Gujarat and prepare them to face day to day challenges and lead their lives with all the capacity for the upliftment of the society in general and the nation in particular.

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With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.

Prof. (Dr.) Ami Upadhyay
Vice-Chancellor
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Ahmedabad



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FIRST SEMESTER
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BLOCK – 3**

~~ବିଜ୍ଞାନ କોମ୍ୟୁନિકେସନ-୧~~

BCC- SEC- 201 Corporate
Communication Skills 2

~~(Business Communication – 1)~~

~~**BLOCK 3**~~

Unit 9	
Reading Skills	01
Unit 10	
Business Letters	14
Unit 11	
Enquiry Letters & Their Replies/Quotation	28
Unit 12	
Orders Letters & Execution of Order Letters	44
Unit 13	
Complaint Letter and Their Reply	64
Unit 14	
Sales Letter	82

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UNIT: 9

READING SKILLS

:: STRUCTURE::

9.0 Objectives

9.1 Introduction

9.2 Types of Reading

9.3 Reading Comprehension

9.4 Types of Readers

9.5 Reading Barriers

9.6 Effective Reading Techniques

9.7 Let Us Sum Up

9.8 Key Words

9.9 Check Your Progress

9.10 Books Suggested

9.0 OBJECTIVES

In this unit, you shall learn about,

- Various types of reading,
- Meaning of reading comprehension,
- Various type of readers,
- Barriers to reading process and
- Techniques of effective reading.

9.1 INTRODUCTION

Reading is a process of decoding symbols to derive meaning. Reading is a means for language acquisition, communication, and sharing information, ideas and messages. The symbols in reading are naturally visuals, written or printed. Reading can be defined as —Perceiving a written text in order to understand its contents. This can be done silently. The understanding that results is called reading comprehension. In this process reader needs to understand the language, try to interpret and

comprehend the message. It is a silent process. It is a complex interaction between text and reader, shaped by prior knowledge, experiences, attitude, which is culturally and socially situated. Readers use a variety of reading strategies to translate symbols into sounds or visual representations of speech and comprehend. Readers may use context clues to identify the meaning of unknown words. Efficient reading skill is essential to everyone. It is the most important skill which needs to be developed by a learner. We read to gain some knowledge and information. We read to pass several examinations. We read newspapers and magazines in our day today life. This skill needs to be taught with systematic approach and methods.



Source: <https://images.app.goo.gl/xWNDqAar5rnPjuXy9>

Process of Reading:

1) Recognizing Linguistic Structure:

This is known as a first step of reading process. In this stage, a reader recognizes and identifies lexical and grammatical units of the message and text. Reader glances over the text to understand linguistic structure of the written text. If they do not understand difficult words in written text, they can refer to dictionary.

2) Organize Structure:

At this stage, reader organizes structure of the written text. They try to identify grammatical pattern, sentence structure and try to understand it.

3) Decoding the Message:

At this stage, reader attempts to understand and comprehend meaning of the message. When the reader understands the message exactly, the process of reading ends formally.

9.2 TYPES OF READING

There are various types of reading. Let us discuss them one by one.

1. Skimming:

Before reading exact text of the message, reader flips the pages of the book, text or the message, to understand its nature and the value of the message very quickly is known as skimming technique of reading. Skimming takes place at very high rate of speed.

The reader's aim through this technique is to decide whether he/she should read the full text or not. For example, in examination hall, after receiving question paper, students read it quickly just to get idea that whether questions are familiar or not. In the morning, if we do not have time to read news paper in detail and in quick moment, we just read headlines of the newspaper is known as skimming reading. It is brief reading of any written text. In this technique, readers try to understand what type of text it is, purpose of the author and general context of the message.



Source: <https://images.app.goo.gl/KP3iCzMkrPsXBfNP9>

2. Scanning:

After skimming when reader searches for the specific information slowly and carefully in particular text is known as scanning reading. To get particular information, examination preparation reader prefers scanning technique. For example, in examination hall, after skimming, students read the questions properly and twice to understand them properly so that they can write answers properly. In the same manner, if you have time, you read a newspaper in detail that is known as scanning reading.

3. Extensive Reading:

This type of reading is specifically used to get more information and for research work. Extensive reading is defined as a type of reading in a large quantity to search for specific information. This may include newspapers, journals, online and off line articles, books, magazines and other writings. Research scholars have to use this kind of reading to carry out their

research genuinely. For example, a student not only reads reference book prescribed in syllabus but also reads some extra books to expand knowledge not only of a subject but also to gain some general knowledge. It is also useful while interacting with others, as people like to interact with intellectual persons. Without extensive reading, a person may not be able to speak confidently in various personal and professional discussions.



Source: <https://images.app.goo.gl/GRGofV7wAxvywDSa7>

4) Intensive Reading:

Intensive reading is one of the types of reading in which a reader reads a shorter text thoroughly, vigorously, and intensively to find out exact and specific information. For example, students read books only prescribed in syllabus and sometimes only reads important handouts and material for exam preparation is known as intensive reading. The reader reads the text slowly and carefully for better understanding and grasping.

5) Silent Reading:

In this reading, reader reads the text in silent mode without articulating words and sentence of the text. This is more frequent form of reading used in our day to day life. While reading in public space, it is always required that we read in silent way. We prefer silent reading method in libraries and reading rooms.

6) Loud Reading:

In this type of reading, reader reads the text loudly and articulates the sentences and words in the text for a specific purpose. Some people have habit to read loudly and at public place, this becomes obstacle for other to concentrate on their work and activity. This type of reading has a specific purpose. This technique is used for paper presentation, news reading, etc.



Source: <https://images.app.goo.gl/bsiwTQUtVSXjYhdJA>

7) Non –verbal Signs:

While reading, we not only get meaning only from words, but sometimes heading, font and highlighted words add meaning in written text. Heading on the top of the page indicates which subjects is going to be discussed in the paper, photographs in the text gives better understating to the kids, factual figure chart gives idea and help the readers visualize that situation. This helps to remember the content of the text for longer period of time.

9.3 READING COMPREHENSION

Reading comprehension is the ability to process text, understand its meaning, and to integrate with what is already known by the reader. Ability to comprehend text is influenced by readers' skills and their ability to process information. If word recognition is difficult, students use too much of their processing capacity to read individual words, which interferes with their ability to comprehend what is read. Let us discuss various reading comprehension technique.

1. Vocabulary:

Reading comprehension and vocabulary are linked with each other. To know what word means is important aspect while reading. It is observed that students with less vocabulary than other students comprehend less of what they read. It has been suggested that to improve reading comprehension, complex vocabularies such as homonyms or words that have multiple meanings and those with figurative meanings like idioms, similes, collocations and metaphors is a good practice.

2. Structure of the text:

Most of the reading texts start with title followed by introduction, main body and conclusion. Introduction of the text mostly informs you in brief

regarding content; the body of the text consists paragraphs and it is linked in logical and chronological order. The conclusion ends subject matter in right way and perspectives.

3. Reasoning and background knowledge

Most of the time, we relate what we have read to what we know. So it is important to have background or prior knowledge about the world when they read. For example: Meena is reading a story about a poor family in the 1940s. Having knowledge about the Great Depression can provide insight into what's happening in the story. She can use that background knowledge to make inferences and draw conclusions. A reader can build knowledge through reading, movies and TV shows, and conversation. Give exposure to your child to as much as possible, and talk about what you have learned from experiences, and also ask them open ended question after reading for expansion of knowledge.

4. Decoding

It is a vital step in the reading process. It relies on an early language skill and phonemic awareness. Phonemic awareness allows reader to hear individual sounds in words. Decoding also relies on connecting individual sounds to letters. For example, to read the word son, readers must know that the letter 's' makes the /s/ sound. Grasping the connection between a letter and the sound they typically make is an important step toward —sounding out words.

9.4 TYPES OF READER

It is said that reading speed is not similar for everyone. A reader can read a printed text as per his/her lexical knowledge. Now let us discuss various types of reader.

1) Poor Reader:

A reader who lacks 'linguistic competence' and 'grammatical competence' and does not have much knowledge regarding language, sentence pattern and vocabulary is known as poor reader. They are very slow in reading and comprehension. It is observed that poor readers may read the text at the rate of 60-90 words per minute. They fail to decode the meaning of sentences due to lack of lexical knowledge.

2) Average Reader:

A reader who has average linguistic competence and can read at normal speed is known as average reader. The average reader reads at a rate of 130-260 words per minute.

3) Good Reader:

A reader who has good knowledge of language and can read the text with good speed is known as good reader. He/she reads a text at rate of 170-300 words per minute.

4) Better Reader:

A Reader, who has no difficulty with any word, linguistic pattern and can comprehend easily any text message, is known as better reader. This type

of reader can be considered as 'ideal reader'. They can read at a rate of 250-400 words per minute. It requires hard work, dedication and continuous reading practice. The better reader can comprehend a text between 65-90%.

9.5 BARRIERS TO READING

There are some factors which do not allow reader to concentrate on reading thus become hindrance in reading process. Let us discuss various barriers to Reading.

1) Lack of Linguistic Competence:

Many readers cannot read effectively because they fail to decode lexical pattern of language of written text. They lack the ability to differentiate and recognize the words and sentences used in the text. The reader may stop reading further when he/she fails to grasp the meaning of the text and thus it becomes barrier to reading. For example, when you read newspaper in any language other than your mother tongue or native language, it is difficult to get the meaning of written text.

2) Lack of Vocabulary knowledge:

If a reader does not have much vocabulary, it is difficult for him/her to understand the meaning of the text. However, they can use dictionary and can keep pocket dictionary to check the meaning of difficult words. To overcome this barrier, reader can cultivate habit to learn 2-3 new words every day, which will enhance his/her knowledge of vocabulary.

3) Lack of Concentration:

This is one of the most common barriers to reading. In this fast forward life, it's very difficult to concentrate for a longer period of time. Due to many such reasons like, app notifications on phone, text message notification on WhatsApp and facebook, other social media, surrounding environment and sometimes our own thoughts become hindrance in reading. Due to these factors, it is difficult to maintain concentration in reading. To cultivate concentration while reading, one should practice yoga, meditation and chose proper place to read in day to day life which will enhance concentration while reading.

4) Narrow Eye Span:

Many reader use narrow eye span technique while reading, as they read word one by one. It decreases the speed of reading. For example, if a reader reads following statement with narrow eye span he/she may read in the following way.

Sentence: Books are the best friends of human beings.

/books/are/the/best/friend/of/human/beings

This affects the speed of reading as well as comprehension. A good reader will read the same statement as following.

/books are/ the best friend/of human beings.

Narrow eye span can slower the speed and help in comprehension of the text. To expand eye span reader needs to practice of reading every day.

5) Reading Loudly:

Many readers have habit to express loudly or murmur the words in the text. Thus, it becomes barrier in reading. It also affects reader's concentration while reading.

6) Light and Ventilation:

Dim light and improper ventilation becomes hindrance while reading. A reader has to struggle in dim light for reading.

9.6 TECHNIQUES FOR EFFECTIVE READING

There are various techniques through which we can be good reader. Let us discuss it one by one.

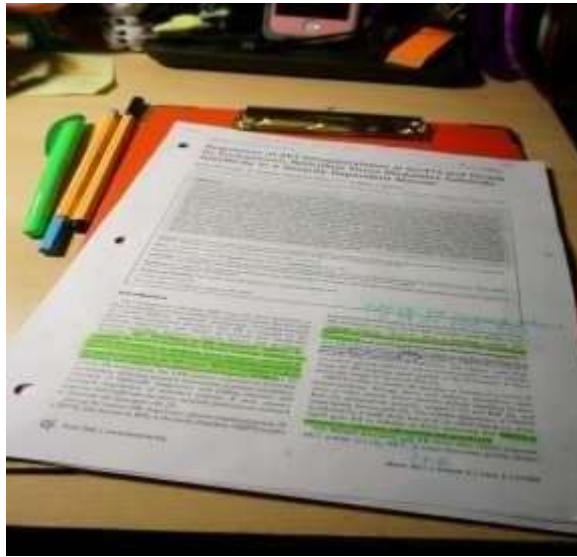
1) Expand your Eye Span:

As a reader, you should try to enhance your eye-span by learning and practicing effective techniques for reading. Many teachers use flash cards to teach reading speed and eye span. First try to read short message, then longer message and then paragraphs. This will help you to increase your reading speed.

2) Reading Articles:

There are certain aspects if we keep in mind while reading article, we can know the aim of writing.

- Paying attention to the title and subtitle of the topic will give you entire idea what the article is about. Visuals and photographs also indicate the message in the article.
- After reading heading of the article, you can read the content. Most of the time it is arranged in logical sequence, but sometimes to create some thrill and suspense, the writer does not arrange it logically.
- After reading, interpreting and understanding an article, you may think of implementing the message of that article in your day today life. For example, some motivational article helps us to improve our life.
- You can note down some good phrases which are used in the article and can expand your lexical knowledge.



Source: <https://images.app.goo.gl/aDxRzsO7xZC4gXDW9>

3) Reading Essays:

This piece of writing is normally written from author's point of view. In many competitive examinations, candidates are asked to write an essay on given topic to check their knowledge regarding subject, writing style, language, etc. As we can improve our speaking skills, by listening to good speakers, likewise we can improve our reading skills by reading good essays.

- While reading an essay, firstly we should identify the purpose of writing the essay. And then we should try to find out author's point of view about the topic.
- After understating the author's point of view, you can decide whether to agree or not with authors point of view.
- One should also try to understand logical relationship among the ideas discussed in the essay.

4) Manage Distractions:

While reading, a reader generally faces many distractions like a call from a friend, social media notifications, etc. To overcome these, reader should minimize usages of electronic gadgets, and should decide not to use at the time of reading.

5) Make Notes:

While reading for examination or motivation, try to makes notes, which not only will help you to understand the topic in better way but also will help in having long lasting memory of particular topic and subject. At the initial stage, it seems boring and time taking, but it will help you at the time you need it most. For example, as a student if you have habit of note making throughout the year, it will help you at the time of examination. At the time of examination, it is very difficult to refer to the whole book, but it is easy to refer to notes on particular subject.

9.7 LET US SUM UP

In this unit, you have learnt,

- various types of reading,
- reading comprehension,
- various types of reader,
- barriers to reading process and
- techniques of effective reading.

9.8 KEY WORDS

Acquisition	the learning or developing of a skill, habit, or quality.
Perceive	become aware or conscious of (something); come to realize or understand.
Efficient	a person) working in a well-organized and competent way.
Lexical	relating to the words or vocabulary of a language.
Ability	talent, skill, or proficiency in a particular area.
Ideal	satisfying one's conception of what is perfect; most suitable.

9.9. CHECK YOUR PROGRESS

Answers the following questions

- 1) Discuss the process of Reading.

- 2) Explain any two types of Reading.

- 3) What are the aspects to keep in mind while doing reading comprehension? Discuss.

4) Discuss various kinds of Readers.

5) Discuss any two techniques for effective reading.

Choose correct options from given below.

1) is known as a first step of reading process.

- a) Recognizing Linguistic Structure
- b) Organize Structure
- c) Decoding the Message

2) When a reader searches for the specific information slowly and carefully in a particular text, it is known as

- a) Skimming Reading
- b) Scanning Reading
- c) Extensive Reading

3) In..... reading, a reader reads the text loudly and articulates the sentences and words in the text for a specific purpose.

- a) Silent
- b) Loud
- c) Extensive

4) is known as the most common barrier in reading.

- a) Narrow eye span
- b) Lack of concentration
- c) Ventilation

5) is normally written from the author's point of view.

- a) Essay
- b) News paper article
- c) Fiction book

Write the Short notes.

1. Barriers to Reading

2. Techniques for effective Reading.

3. Difference between Skinning and Scanning

4. Types of Reading

9.10 BOOKS SUGGESTED

1. Tompkins, G.E. (2011). *Literacy in the early grades: A successful start for prek-4 readers*(3rd edition), Boston, Pearson.
2. *Reading Development and Difficulties* by Kate Cain
3. *Bringing Words to Life: Robust Vocabulary Instruction* by Isabel L. Beck, Margaret G. McKeown, Linda Kucan
4. *Understanding Reading Development* by Colin Harrison
5. *Understanding and Teaching Reading Comprehension: A handbook* by Jane Oakhill, Kate Cain and Carsten Elbro

STRUCTURE**10.0 Objective****10.1 Introduction****10.2 Definition****10.2.1 Definition of Letter Writing****10.2.2 Appearances of Business Letter****10.2.3 Layout of Business Letter/Parts of Business Letters****10.3 Essential qualities for Letter Writing****10.3.1 Dos for Business Letters****10.3.2 Don'ts of business letters****10.4 Let Us Sum Up****10.5 Key Words****10.6 Check Your Progress**

10.0 OBJECTIVE

The objective and the importance of Business Letter are presented below.

Building Goodwill: Another important purpose of a *business letter* is to sell the good reputation and friendliness of a company. It acts as an ambassador of a country for the company. It aims at building goodwill in customers-company relationship, holding present customers, reviving inactive accounts and inviting customers to buy more and varied products.

Records and References: Business letter are very useful as records and references of previous transactions. In business, innumerable transactions or communications occur with a large number of people that are not possible for a businessman to remember. When memory fails, business letters act as previous records and can be used for future reference.

Making a Lasting Impression: In case of oral communication, the impact of any message is felt mainly during the time of hearing. And as

soon as the next oral communication takes place, the effect of the previous one is reduced. But a letter makes a lasting impression on the readers' mind as it stays with them and works effectively every time it is read.

Building and Maintaining Business Relation: Business letters help to build and maintain business relation among various parties like manufacturers, distributors, intermediaries, support services and consumers.

To Exchange Business Information: The prime objective of a business letter is to exchange business related information between the parties involved. Most of the time business people send letters to their counter-parties containing various business information.

Widening the Approach: It is very difficult to send business representatives to all the places. But a letter can be sent any place at any distance. Sometimes executives, professionals, politicians, etc. are difficult to be approached personally. But a letter can find easy access to anybody. Thus a business letter helps to widen the area of business operations and also the access to a large number of people.

An Authoritative Proof: A business letter also serves the purpose of evidence. A written commitment binds the concerned parties to obey to the text of writing. A letter signed by a responsible person acts as an authoritative proof of what is said in it. It can even be treated as a valid document that can be produced as evidence in a court of law if any dispute arises.

Others: Business letter also has some other functions beside the above ones. It provides legal facility, saves time, helps to increase products, demand, helps to settle transaction easily and it is accepted by all as a reliable media of communication.

10.1 INTRODUCTION

Every business organization has to maintain contact with its various partners like suppliers, customers, government agencies and so on. **Business letter** serves as the bridge to communicate with the various parties. The functions of business letters are multidimensional.

10.2 DEFINITION

10.2.1 Definition of Letter Writing

According to **J. H. Hanson**, —The letters which are exchanged among business in connection with business affairs are called business letters.¶

L. Rahman says, —Correspondence having commercial or business interest is known as commercial correspondence.¶

According to **Prof. Taintor**, —All letters written for business purpose are business letters.¶

10.2.2 Appearances of a Business Letter

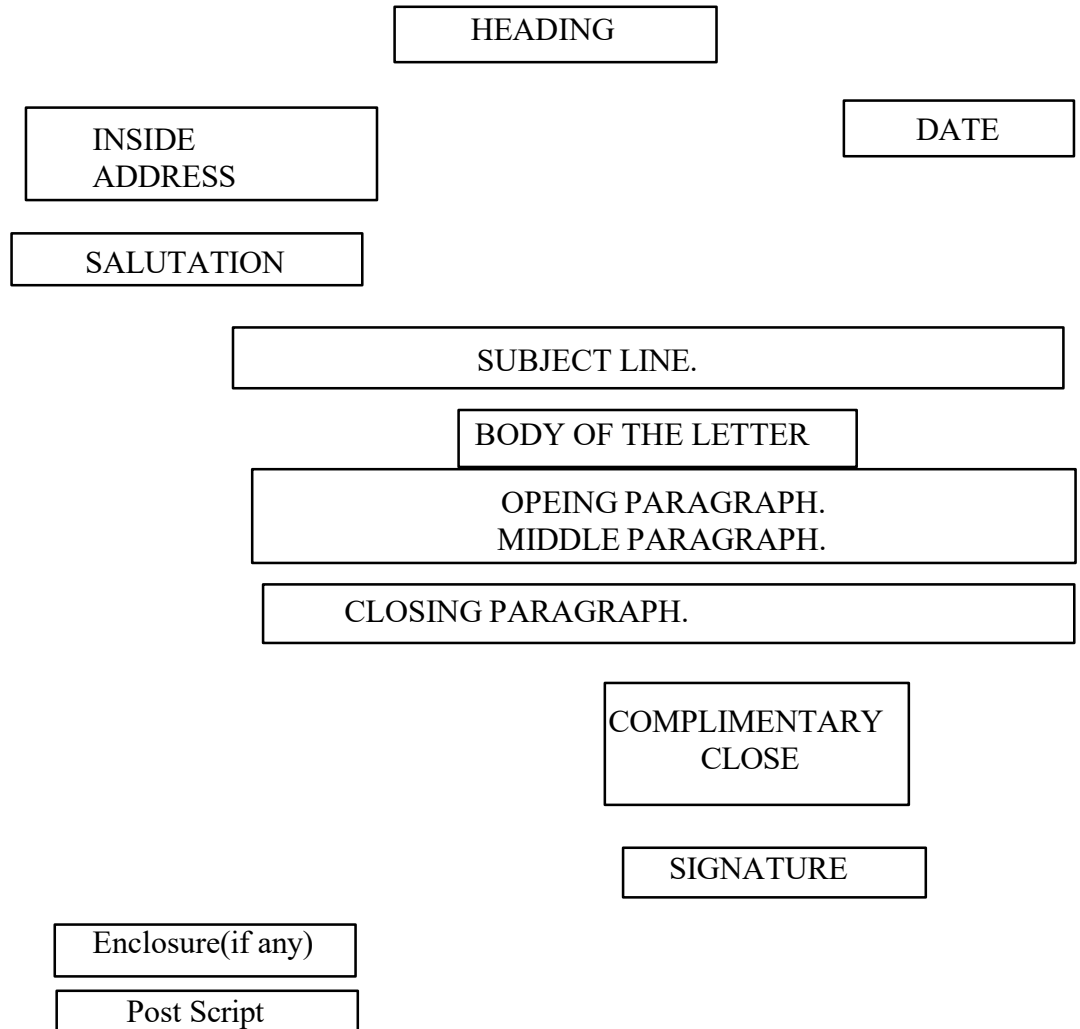
In Sanskrit, it is said that appearance tells about the inner quality of a person or a thing. External appearance creates a very good visual impression. The first impression is often very lasting one. In our day to day life, we are often impressed by outward appearance. It is true that external appearance may be deceptive but it always plays an important role.

The appearance of a letter depends on all the different aspects of letter writing.

- (1) **Paper-** The quality of paper should be good. It is always advisable to use white paper. The size of the paper should also be taken into consideration. Paper should be durable, smooth and of good quality. Poor quality of paper creates bad impression. Paper should be unrolled. The standard size of the letter paper is 8" x 10" inches.
- (2) **Paragraphs-** In business letters paragraphing is also very important. In a letter the paragraph should be of moderate length. It should not be more than four or five lines. Opening paragraph should be short, the middle paragraph may be of moderate length and the closing paragraph should once again be short. Paragraphing should be made in such a way that it must be readable or logical.
- (3) **Typing-** Hand written letters are not advisable in business because they are often illegible or even difficult to read. They are neat clean and attractive. Typing should be quite neat, clean and correct. It must be free corrections, erasures and over-typing. Proper spacing should also be maintained.
- (4) **Margin-** Proper margin should also be maintained in a business letter. It must be balanced and proportionate. The width of the letter must be neither too big nor too small. A margin of an inch and a half is preferable.
- (5) **Folding-** Folding of a letter is a minor thing but it gives the letter a good shape and neat quality. Careless folding spoils the shape of the letter. There should be one or two folds only. It should never bulge the envelope.

- (6) **ENVELOPE**- The envelope should match the size of the paper. Usual sizes of envelopes for business letters are 3^{1/2}" x 5^{1/2}" or 4^{1/2}" x 10^{1/2}". Some companies use printed envelope. Their address is printed on the bottom of the left side.

10.2.3 Layout of Business Letter



- (1) **Letter Head of Heading**- Letter head or heading is an important part of a business letter. It should be simple and yet attractive. It must never be gaudy or pompous. It must consist of the name of the company or firm, the address of the company, the telephonic address, telephone number, telex number and fax number if any. The company's symbol or emblem is also included in it. It must be printed on a nice quality paper. It must have streamlined appearance. The printed portion must not occupy more space. It is always advisable to use dark or sober colour.
- (2) **Date**- The date is written two spaces below the heading, on the right hand side. In all formal letters, the name of the month must be written

in full; never in abbreviated form. There are two ways of writing the date.

19th October 1997.

October 19, 1997

The first method is the British method in which the date is written in ordinal number and then it is followed by the name of the month. A comma must be placed after the name of the month and lastly the year in full must be mentioned. Never place full-stop after the year. The second example is that of American method in which the month is mentioned. Never place full-stop after the year. The second example is that of American method in which the month is mentioned first. Then it is followed by a cardinal number. A comma must be used after the date and finally the year must be written in full. Please note that it is advisable to write the date in the following way in a formal letter eg. 19.10.97.

- (3) Inside Address** – The inside address is the name and address of the receiver of the letter. It may be typed either in indented form or block form.

- (A)** Indented form means that the first line begins at the margin and the other lines below it two spaces away from the previous line. A comma must be placed after each line and a full-stop after the last line. For example.

Sanjay Book Store,
86, M.G. Road,

Bombay- 400 001.

- (B)** In block form, all lines begin at the margin and punctuation is placed at the end of any line. For example,

Sanjay Book Store
86, M.G. Road
Bombay-400 001

This inside address must be full and the same as on the envelop. In a window envelope, the letter is folded in such a way that the Inside Address can be through the transparent window.

- (4) Salutation-** It is written two space below the inside address on the left hand side, it is followed by a comma or semicolon. The salutation is a polite greeting. The salutation should always be in accordance with the first line of the inside address. The important and widely used salutations are as follows:-

- | | | |
|------------|------------|--|
| (A) | Sir; | Formal address to an important person. |
| (B) | Dear Sir | The most widely used salutation |
| | Dear Sirs; | Plural is often used for a firm or a |
| | company— | |
| (C) | Madam | Address to a lady. |
| | Dear Madam | |
| (D) | Dear Mr. | Used in modern time quite often. |

Dear Miss] } It should be followed by the name of the person.

Dear Mrs. } It shows informality and friendly personal relationships.

(E) Gentlemen ; } Popular salutation in America.

(F) Mesdames; } It is used for a firm of ladies

(5) **The Subject Line-** The subject line is written in formal letters like official letters and business letters only. It is not used in personal and informal letters. It states the subject of the letter in a caption form, in a nutshell. It enables the filing clerk to sort out and file the letters according to the subjects. The right file reaches the right officer in time this way. It also enables the firm to take quick actions. It is usually prefixed as ' SUB' . or ' Re' . It is written at the centre either before or after salutation. (Please note that ' Re.' is a Latin preposition meaning 'in the case of') For example.

SUB: Purchase of books.

Or

Re.: Your Order No. XL/9502/97.

(6) **The Body of the Letter** – Naturally, this is the most important part of the letter. It is here that actual letter is written. This conveys the message of the letter with all necessary details. The details conveyed in the letter must be presented in simple, direct and clear manner. All unnecessary things must be avoided. A letter can be divided into three parts.

(A) The opening paragraph introduces the letter. It may refer to the subject directly or with a reference. It must indicate the date of the reference letter, its number and the subject of the letter. It must begin with a short and effective sentence. It is always advisable to employ ' You Attitude ' in the opening part of the letter. It attracts the reader's attention.

(B) The middle paragraph contains all the necessary details of the letter. It must be called the heart of the letter. It must be clear and free from ambiguity.

(C) The closing paragraph must be short, clear and polite. It ends with a request or offer. It request for a prompt action from the reader. It is not good to end letters with jargons like ' Looking forward to your letter' or 'We beg to remain' or 'Hoping to hear from you soon'. N.H. and S.K. Marger in their book ' The Complete Letter Writer gives a list of some helpful sentences. Some of them are as follows :

We are indebted to you.....

Thank you very much

We shall appreciate your prompt reply.

We appreciate your co-ordination.

(7) **The Complimentary Close-**The complimentary close varies in degree of formality according to the tone of the letter. It is a polite ending of the letter. It is written three spaces below the last line of

the body of the letter. Signature should be written below it. If the letter is written in block form, it must be written on the left hand side. If it is written in indented form, it must be written on the right side. If it is written in indented form, it must be written on the right hand side. The complimentary close ends the letter with respectful gesture or good will. The important complimentary closes are as follows:

- (A) Yours truly,
- (B) Very truly yours,
- (C) Sincerely yours,
- (D) Yours sincerely,
- (E) Cordially yours,
- (F) Yours cordially,
- (G) Yours respectfully,
- (H) Yours obediently

The complimentary close must be followed by a comma. Remember that apostrophe mark must NEVER be used with 'Yours'.

Your's (wrong)

Yours (right)

- (8) **The Signature-** A letter without signature in business correspondence has no validity. It must always be signed by a relevant officer. It must be signed by hand in ink, clearly and legibly. The signatures are often illegible. That is why the name of the person who signs is typed below the signature, usually in block letters.

In large business houses, the principle often authorizes some other officer to sign on his behalf. The officer who signs on behalf of the principal is not responsible from legal point of view. It is always the responsibility of the principal according to the law. Such authority is called 'the power of attorney' and when the authorized officer signs, he uses the word 'p.p.' or 'per pro' before the name of the company or the person on whose behalf he signs. 'Per pro' is the abbreviated form of 'per procuracionem' meaning 'on behalf of'.

For example

Yours faithfully,
Per. Pro. Ajanta Clocks,
A. M. Patel.

- (9) **Reference Number-** It is written either below the date or on the left hand side. It is often printed on the letter head. This is useful in business and official correspondences.

- (10) **Attention Line-** It is written between the inside address and the salutation. It is used to draw the attention of a particular officer who is handling their particular business. This helps avoiding delay in action. For example.

Attention:- Mr. R. M. Jani.

- (11) **Enclosures-** Sometimes it is necessary to attach some sheets of papers or bills or other documents with the letter. It is known as

enclosure. The enclosure must be attached carefully with the main letter and it should be mentioned at the left hand side two or three spaces below the signature. Sometimes only the number of the enclosures is mentioned. Sometimes the enclosures are mentioned with full details, For Example,

Encl. Two

Encl. Cheque No. JK/8667 for Rs. 5000/-

- (12) **The Identification Mark-** The identification line is mentioned on the left hand side of the letter. It is the identification of the officer and the typist who has typed the letter. Only initials of the officer and the typist are written. It is divided by an oblique mark. This identification helps in identifying the officer and the typist.

For example

BR/SNP

This identification mark shown that B. R. Joshi is the officer and S. N. Patel is the typist.

- (13) **The Mailing Instruction-** Mailing instruction is mentioned in the centre of the letter _between the date the Inside Address or at the bottom below the Enclosure. Sometimes, they are even mentioned on the top of the envelope. For example. _

'Air Mail '

'Registered Mail'

'Express Delivery'

'Under Postal Certificate'

- (14) **Carbon Copies-** Sometimes, it is necessary to send a copy of the letter to other. It is indicated by writing 'copy to' or 'C.C.' For example,

* Copies to : (1) Production Manager,

Ajanta Cement,

Veraval.

(2) Finance Department,

Gujarat Government,

Gandhinagar.

* CC.: Rajlaxmi Mills, Surat

- (15) **Post-Script'** – Post Script is a Latin word meaning 'Writing afterwards'. It is used as abbreviated form also, 'P. S.' is the abbreviated form of the 'Post Script'. Sometimes, the letter writing wants to add some message after completing the letter. Post – Scripts should be avoided as far as possible. However, sometimes post scripts can be used to highlight certain things in the letter. For example,

P.S. : Please note that the special offer of discount is open still 10th November, 1997.

10.3 ESSENTIAL QUALITIES OF BUSINESS LETTERS

10.3.1 Dos of Business Letters

Though there are many methods of business communication, the letter remains popular because it maintains personal touch and also serves as an official record. To maintain this personal touch, skillful letter-writing becomes very necessary. Goodwill can be created and maintained through effective communication through letters. As we have discussed earlier, letter-writing is both an art as well as skill. A letter-writer must have good knowledge of language. He must develop a clear and effective style of writing. To cultivate such a style, he must have grounding in the techniques of writing skills. Let us, now discuss the essentials of business letter.

(1) Language:

Language is the medium of writing business letters, Business letters differ from literary writings. They are more practical and technical in nature. They must focus on simplicity, directness and preciseness. In modern business, the old business jargon has no place. Fresh, lively style has taken the place of worn-out, dull, hackneyed, style. Americans have changed entire concept of letter writing. Modern style is natural and fresh. It maintains personal touch and warmth, Positive attitude always pays in business. Goodwill can be created only through positive attitude. A good letter-writer never uses offensive style.

Jargon is the worn-out style or diction. Every subject has its peculiar terminology but sometimes the vocabulary of a trade or profession turns into sterile, dead and senseless prattle. Such language is unintelligible and dull. Business jargon is also such language which is used by traders. It is also called 'Commercialese', this traditional worn-out style should be avoided in business letters.

The following are the examples of business jargon-

- = said thing.
- = as per your letter.
- = please be advised.
- = We beg to state.
- = We hope to submit.
- = This is to inform you.
- = Thanking you anticipation.
- = Assuring you of best services all the time.
- = in due course of time.
- = At your earliest convenience.

There are hundreds of such worn-out phrases and sentences. They give dull look to the letter and make them boring reading. They are far from friendly. There are stiffness and pomposity in business jargon. In modern business letter-writing, the language employed is simple direct and less formal. In the same way highly technical terms should be avoided unless the letter is addressed to the professionals and technical

persons. In nutshell, always insisting on using simple, friendly style intelligible by most of the people.

(2) Correctness:

Correctness is another essential quality of business letter- writing. Correctness means the correctness in grammar, spelling, punctuations etc. Incorrect language mars the meaning and creates a very bad impression. Correct use of tenses, agreement of verbs and use of appropriate words make the letter effective.

Another area of correctness is in the area of layout of a business letter. In a good business letter, there must not be typing mistake untidy typing and haphazard spacing. Appearance of a business letter is very important in creating a good impression. There must be proper margins in the letter. Letter-head must be simple and attractive. It must not be crammed with unnecessary details.

Last but not the least is the correctness of message. It is hearts of the letter. Wrong and incorrect information would create many problems. It ultimately leads to the waste of time and loss of goodwill.

(3) Clarity:

Clarity is the soul of a good business letter. Message in the letter must be clearcut and direct. Clarity is another name of efficiency. People often tend to be vague and obscure in their writing. Modern American approach emphasizes on the deity of language and the clarity of message. Clarity of language is the first step towards the clarity of message. Language is the medium of our message. The letter writer should use simple correct language which can be understood by everyone. He should avoid business jargon and high- sounding words. He should also try to avoid technical words unless absolutely unavoidable. Too many adjectives make the language vague. That too must be avoided. Sentences in the letters must be shourt, simple and easy to understand. Unnecessary complex sentences must be avoided. Long-winding, often unconnected phrases and clauses make the letter unintelligible.

Punctuation marks play a very important role in any language. They break up groups of words or sentences into intelligible units. One should always be careful in the use of punctuation marks.

Clarity in message is a must, because without this clarity the letter would be meaningless. If one places, order for fans but does not mention the brand, the size, the colour etc., it would be difficult for the supplier to supply the goods. Even if he does, they may not be the right goods. Unnecessary delay and disputes may arise out of such ambiguity, That is why the letter writer must be specific and clear in all the details regarding goods, the time the terms and conditions or any other relevant details.

(4) Conciseness:

Conciseness means ' brevity ' or precision. Shakespeare said ' Bravity is the soul of wit'. Conciseness is a virtue that can be achieved by

being clear and specific. One who is clear is always verbose. Conciseness can be achieved in the following manner.

- (A) First of all, do not use unnecessary word. One must easily drop adjectives and flowery words.
- (B) Secondly, unimportant ideas can be dropped or reduced to minimum words or phrases.
- (C) Jargon is generally long-winded and meaningless. It must always be avoided.
- (D) The business letter must contain all necessary details but unnecessary details must be avoided.
- (E) Give specific details in figures wherever necessary.
- (F) It is necessary to be polite but politeness does not come only through long, pompous language. Few words with compact meaning can create more goodwill than lots of words with vague meaning.

(5) Courtesy:

Courtesy and good manners according to A. G. Gardiner lubricate the machine of our day-to-day life and activities. Courtesy pays rich dividends. It costs nothing but brings goodwill and huge profits. Courtesy is the expression of one's good upbringing. It is consideration for the feelings and thoughts of other people. It is tolerance too, It is democratic attitude. Courtesy shows that you care for other and try to understand them.'

A. G. Gardiner in his famous essay ' On Saying Please' says that words like ' please ', 'thank you', 'sorry', are small but they make or mar our lives. Courtesy is also an appreciation of achievements of the other person. When someone does something for us, we should thank the person immediately, if we hurt someone's feelings unknowingly, we should express our sense of regret promptly. Request should always begin the word 'please'. Goodwishes provide boost to one who does something.

Courtesy makes the other person comfortable and puts him at easy. It is a friendly approach that wins friends immediately. A courteous letter gets a favorable reply from the reader. In short, we must remember the famous diction of Abraham Lincoln who said, —Behave with other as you wish other to behave with you." Who wants to be humiliated or insulted? Who does not like sympathetic words or words of appreciation? Every one does. So, courtesy is what everyone needs and deserves, Mager says, " If you wish to make friends, keep friends and influence people, avoid tactlessness, egotism and inappropriate language."

(6) Promptness:

In fact promptness in reply is the part of courtesy. One should try to reply as promptly as possible. Some letters need to be responded immediately. For example, a complaint letter must be promptly complied with. Delay creates bitterness and ill-feeling. It shakes the foundation goodwill and trust. The letter-writer must try to reply within a day or two after the receipt of a letter.

(7) 'You ATTITUDE':

'You Attitude' is the secret of effective letters. You Attitude' means to consider the reader of the letter in mind. The writer must understand the reader's needs and desires. It is understandable that every person is interested in his own welfare and well-being. Even an ordinary errand boy has his self-respect. He wants to be noticed. A small child too cries when it is neglected. Self-esteem is everyone's birthright. That is why, the letter-writer should bear this psychological truth in mind. If the writer sounds egotistical the reader will resent it.

Thus, ' You Attitude' means to think and write from reader's point of view. The reader is naturally interested in himself. He must be convinced that the letter-writer thinks of his (reader's) advantage too. The emphasis should be on the advantage of the reader or at least it must sound so.

If the writer is interested in his own advantage, he has very little chance of succeeding in his dealings in his dealings. The letter- writer must try to place himself in reader's position and think from his angle.

If it is time this the seller is interested in selling his goods and making profit. But this can happen only, if the buyer is interested in buying the goods. Thus, the letter-writer must try to satisfy the buyer's needs. This is a psychological fact that every person has a desire for security, courtesy and consideration.

Certain kinds of letters are difficult to draft. Collection letter are the most unpleasant type of letter-writing. It is not advisable to terminate business relation. One must try to deal patiently with the debtors. One must try one's best to maintain good relationship with the traders. In the same way, while refusing credit terms, the letter-writer be careful in drafting the letter. Such a situation must be handled tactfully. The letter-writer should try to influence reader's feelings, thoughts and action in such a way that the response is beneficial to the business.

'You Attitude' is highly psychological theory of maintaining good relations with the customers. A good letter-writer must master this technique properly.

10.3.2 Don'ts of business letters

- Don't use a personal style—business letters are impersonal and formal.
- Don't include details unless they are relevant to the main reason for sending the letter.
- Don't use clichés or hackneyed phrases. Make sure your idioms are correct.
- Don't forget that grammar, punctuation, syntax, and word choice affect meaning. You must impress the recipient with your language skills and abilities.
- Don't neglect the essential steps of drafting, editing, checking, and proofing your business letter.
- Don't use all caps or emphasize too much in italics.

10.4 LETS SUM UP

Thus, in this unit students can learn important aspects of letter writing. The things you need to keep in mind while writing write any business letter.

10.5 KEY WORDS

Goodwill	Creating good image
Innumerable	Countless
Neglect	Avoid
Impersonal	Not Personal
Tactlessness	Rudeness
Pomposity	Arrogance
Illegible	Unreadable

10.6 CHECK YOUR PROGRESS

Answer in Brief.

(1) Why an appearance of business letter is important?

(2) What is salutation?

(3) Why Subject line is important in business letter?

(4) What is identification mark in business letter?

(5) What is attention line in business letter?

(6) Why 'You Attitude' is important in letter writing?

(7) What is conciseness?

(8) Why correctness is important in letter writing?

(9) Why 'Jargon' should be avoided in Business letter?

(10) Write Importance of Courtesy in Business letter.

UNIT: 11

ENQUIRY LETTERS & THEIR REPLIES/QUOTATION LETTERS

:: STRUCTURE ::

11.0 Objective

11.1 Introduction

11.2 Definition

11.2.1 Explanation of Enquiry/ Quotation Letter

11.2.2. Reply of an Enquiry

11.3 Specimen of Enquiry Letter and Reply of an Enquiry letter

11.4 Let Us Sum Up

11.5 Key Words

11.6 Check Your Progress

11.0 OBJECTIVE

- To Enquiry something
- To know something
- To know regarding any products
- To get the price quotation of specific commodities
- To ask for catalog
- To know payment terms

11.1 INTRODUCTION

A Business Inquiry letter is written by a company to another company to enquire for business or to find out more information regarding the products and regarding the business. The purpose of this letter is to build good relationship professionally and pleasantly if business opportunities are vital or courteous if a better understanding of the business is found.

The Business Inquiry Letter may include of the details that a company or an industry person needs to know about other company's or industry's products. This type of letter can also be written by an individual to an industry or company to inquire about its products, features of the product, configuration of the product that the person is interested in. In such case, the writer has to mention clearly about which product he wants the information and necessary details about the product. When the Inquiry letter is written by an organization or a company to any

other organization it asks for the catalog of the products that the recipient's company is having so that the organization or business person may find easy to do business or negotiate with the opponent person. In the end, mention your interest in the product that it would be a right for you to work with the recipient's company.

Inquiry Letter is a letter written to get information from the authority. A letter of inquiry also written for various purposes like job vacancies, funding, grants, scholarships, projects, sales, pre-proposals and others. The term is common in various business setups as it implies fund request or pre-proposal information. Owing to this usage, the term may be considered exclusive to these setups alone. A document requesting information sent on behalf of an individual or an organization for their own respective purposes, which can be mutually beneficial to the recipient and the sender.

The term 'Inquiry' is same as 'Enquiry'. The former is more commonly used in U.S. and the latter one is more common in U.K. A letter of inquiry serves to facilitate business operations and satisfaction of the sender. Inquiry letters remove any misunderstanding and are time savers, especially when two parties want to reach an understanding. The communication towards this effect resolves the issue without any delay. With relation to it being a 'Pre-proposal letter', the inquiry letter is also termed as a 'Condensed Version of a Proposal'. It is the outcome of the purpose of the letter which highlights the points of a proposal instead of a full-fledged proposal.

On an individual's basis, these letters are sent to companies that are willing to hire but haven't advertised job openings. It can also be a letter addressed to editor in-charge of a publication proposing certain literary work. It can be a letter from a student who is vying for a seat in a college or a business that provides an internship. So, the objective of an enquiry letter is same but its projections and audiences are different. Same goes for its method of delivery, it can be sent via paper mail or electronic mail. There are many times of inquiry which are as follows:

- **Solicited Inquiry:** An inquiry made in response to the sellers advertisement and publicity is called a solicited inquiry. Actually it is a response by the buyer to the advertisement or publicity of a seller.
- **Unsolicited Inquiry:** An inquiry made at the buyer's own initiative is called unsolicited inquiry. This type of inquiry is made when a buyer wants to know anything from the seller.
- **Inquiry for some Favor:** An inquiry made not about goods but some other information like special price or favorable terms is called inquiry for some favor.

- **Routine Inquiry:** An inquiry made by an old or regular buyer in the usual course of action is called routine inquiry. Most of the business inquiries fall in this category.

11.2 DEFINITION

According to **Morris Philip and Others**, —The letter that seeks information concerning the goods and services from a business concern is called an inquiry letter.¶

Quible and Others said, —Letter of inquiry is a type of business message that asks the recipient for information or assistance.¶

In the opinion of R. V. Lesikar and Others, —Letters that asks questions or information about anything is called inquiry letter.¶

According to Gartside, —An inquiry letter asks information like catalogue, quotation, sample and cost of a product from a seller in a concise and clear way.¶

1.2.1 Explanation of Inquiry/Quotation Letter

Letters of inquiry are the most common letter in business communication. They are actually the beginning of the business activity. Buyers want to know about the prices, the terms and conditions for the purchase of goods. Buyers write letters to the sellers inquiring about the product, the price of the goods and terms and conditions for the sale of goods.

- (A) Letters of inquiry are short formal letters. The letter-writer often begins the letter by asking if the seller would send him the required information.
- (B) Inquiries are written with a view to finding out the sources of supply.
- (C) The inquiry-letter must be clear and specific. It must give a correct and clear-cut description of the goods.
- (D) It must state the name, the brand, the quality of the goods. It must also state the approximate quantity of goods required. Though the letter is not an order, if the seller comes to know about the quantity, he may quote the prices accordingly. It is natural that if the order is in large quantity, the prices would be lower and the discount more.
- (E) Samples can be asked for wherever possible.
- (F) The terms for payment should be inquired for specially Cash on Delivery (C. O. D.) is the most common term of payment in business.
- (G) In some cases, it is necessary to give instructions regarding packing.
- (H) Mode of transport can be mentioned along with the time for the execution of order.
- (I) Request for liberal discount can be made in the letter of inquiry.
- (J) The letter-writers can state that if they are satisfied with the terms and conditions, they would place more orders in future.

- (K) The letter must have a polite request for quotations.
- (L) The letter-writer can ask for the latest catalogues form the sellers if available.
- (M) They letter-writer must be able to create an impression that he is really interested in purchase of the goods and he is a potential buyer

1.2.2. Reply of an Inquiry Letter/Quotation Letters

A good businessman must be quick in reply to the inquiries. It is probable that only few enquiries turn into sales but inquiries must be taken seriously by the sellers because it is these inquiries that turn into sales someday. Enquiries show that the buyer is interested in the purchase of goods. Now it is the responsibility of the sellers to persuade him to turn his interest into the desire to purchase. He must convince him that purchase is worth-while for him. Study the following points carefully for writing a letter of quotation or replies to enquiries:

- (A) The seller must thank the inquirer for his interest in the product.
- (B) The replies to inquiries must be promptly written.
- (C) The seller must give all the details about the goods and terms and conditions for the sale of goods.
- (D) He must mention clearly the terms of payment acceptable to him.
- (E) He must state the mode of transport, the time and place of delivery of goods.
- (F) If the seller is not able to supply the goods in time, he must state it clearly.
- (G) He must send the latest catalogue and samples if possible.
- (H) While giving quotations, he must be specific and clear about the nature of goods. He must also state clearly the prices along with the measurements and weights. There must be no scope for ambiguity. Ambiguities my cause disputes later on.
- (I) The terms of credit must be mentioned clearly. If the goods are sold on credit, he must mention the period of credit specifically.
- (J) The seller must also state the terms of discount. He should offer more discount for bulk orders.
- (K) The seller must express hope that the inquirer will place his orders immediately and continue to place orders in future too.
- (L) Sometimes, the seller makes a FIRM OFFER. It is for a limited period only, generally between a week to two weeks. Firm offer means that within that stipulated period, the buyer can purchase goods on the terms and conditions stated in the offer. It is a moral obligation and not a legal obligation on the part of the seller to sell his goods on the these terms and conditions. Firm offer often builds goodwill for the seller.
- (M) Sometimes, the seller receives on enquiry about the article which is out of stock. In such cases, the seller may offer a substitute article he has in stock. The seller can persuade the buyer to purchase the substitute article. He must try to show the substitute article is worth

buying. He must state the advantages of such a purchase. Of course, the substitute article must have almost the same type of quality and reasonable price. Substitute offer is a tactful letter. The seller must try to win the confidence of the buyer. He must state clearly that he cannot supply the goods required but he offers substitute of the same quality at the reasonable price often at lower price. If the prices are higher, he must convince the buyer how the higher prices would ultimately prove to be cheaper or reasonable, He must stress on the reliability of the quality and the durability of the articles.

11.3 SPECIMEN LETTERS OF ENQUIRY & QUOTATION

(1) A letter of enquiry about books.

RAJ BOOK STORE

Main Bazar
Gandhi Road,
Rajkot-360 001
October 5,1997

Prakash Book Depot,
Bara Bazar
Bareilly (U.P.)

Sirs,

SUB: Purchase of books.

We intend to purchase the following books for our store. We have a good demand of books on Literature, literary criticism and other educational subjects. We stock books from well-known publishers and sell them at our store.

Please let us know the prices of the following books.

	Name of the title	Approximate requirements.
1.	History of English Literature (Mundra & Mundra)	50 Copies
2.	Theory of Literature (Prof. Mehta & Bhatt)	100 Copies
3.	Brief History of English Literature (Prof. Sahni)	100 Copies
4.	Manual of Viva Voce	100 Copies

We have stated our approximate requirement so that you can quote your must reasonable terms and conditions. Please let us know the period for execution of our order.

We shall pay you on C. O. D. basis. Please allow us generous discount so that we can place more orders with you.
Please supply us your latest catalogue for our reference.
We await an early reply from you.

Yours faithfully,

XYZ

(2) A reply to the above inquiry:
PRAKASH BOOK DEPOT.

Bara Bazar,
Bareilly (U. P.)
October 12, 1997,

Raj Book Store,
Main Bazar,
Gandhi Road,
Rajkot-36 0001

Dear Sir,

SUB: Reply of an purchase inquiry of Books

Thank you very much for your letter of inquiry about our publications. We are glad to know that you stock out books and there is a good demand of our publications.

The prices of the books you have inquired are as follows:

	Name of the title	Rs./-
1.	History of English Literature (Mundra & Mundra, vols, I, II, III)	Rs. 300/-
2.	Theory of Literature (Prof. Mehta & Bhatt)	Rs. 50/-
3.	Brief History of English Liteature (Prof. Sahni)	Rs. 80/-

We shall supply you the books as soon as we receive your order as we have large stock of all the books you require.

We shall be glad to receive payment on C. O. D. basis. We shall allow you 25% discount and hope that you will continue to send your orders regularly.

We are sending you our latest catalogue for your reference by separate post.

We await your order for books at the earliest. We hope that the terms and conditions quoted by us will satisfy you fully.

Yours faithfully

XYZ

(3) Inquiry for Catering Services :

Dr. S. M. Sinha
M. S. F. R. C. S.
'Manthan'
21, M. G. Road,
Rajkot-360 0001
October 10, 1997

Saurabh Caterers
Race Course Road,
Rajkot- 360 001.

Dear Sir,

SUB : Catering services for the reception party.

I wish to know the terms and conditions of your catering services for the reception party of my son. My son's wedding will take place on November 26, 1997 at 8.00 p.m. at Gymkhana Reception Hall.

The following are the details of our expectations regarding the reception party.

- (1) The reception will take place between 8 : 00 p.m. to 11:00 p.m. on November 26, 1997
- (2) You will have to serve cold-drinks and some appetisers as the guests arrive.
- (3) The dinner will be buffet style. You will have to make nice arrangement for the buffet counters. Counters with beautiful traditional motifs will be more attractive.
- (4) The menu will consist of four sweets, two farsans, two Punjabi dishes, pulao and dal fry. There should be two Bengali sweets, The dinner must be of excellent quality.
- (5) At the end of the dinner, ice-cream must be served. Lastly, paan should be served as 'Mukhvas'.

Please state your terms and conditions immediately, so that I can book your services in advance,. Please let me know the approximate charge per dish (per person) and the details of all the arrangements you will make at the reception party.

I am in touch with other catering services also. I hope you will quote your reasonable terms and conditions so that in future too, I can recommend your catering services to my friends and other acquaintance.

I await an early reply from you

Yours faithfully
XYZ,

(4) A reply to the above letter of inquiry

Saurabh Caterers,
Race Course Road,
Rajkot- 360 001
October 15,1997.

Dr. S. M. Sinha
'Manthan'
21, M. G. Road,
Rajkot- 360 001

Dear Sir,

SUB: Your inquiry for catering services for Reception Party

We have received your inquiry letter dated October 10,1997 for catering services for the reception of your son's wedding. We thank you very much for the interest you have shown in our services. We must state with all humility that we are the most experienced caterers in the city. We are fortunate to receive the maximum number of service orders and we have always tried to justify people's faith in us.

We have gone through the details of your expectations and we assure you that they will be fulfilled in the best possible manner. We have the most experienced cooks, the well mannered polite staff and experience of catering management. Our staff is professionally trained and we are sure that, there will be no room for any complaints.

We shall be able to serve all the items of the menu you have suggested. From appetiser to paan (mukhvas). We will cater to all the requirements. We shall use traditional 'Kathiawadi' motifs for our counters. They will give the guests the glimpses of the culture of Saurashtra.

We shall charge Rs. 125/- per dish (per guest) which includes cold drinks and services etc.

We have quoted our most reasonable charges. May be, other caterers may charge less but we can assure you that our services will be nothing less than the best.

We hope to receive your booking order soon. Please remit Rs. 10,000/- as advance and oblige.

We look forward to your prompt reply.

Yours faithfully,
XYZ

(5) An Inquiry letter for Laptop

Purchase of Laptop

Main Bazar
Gandhi Ashram Road
Ahmedabad -380 001
October 5,2005

Nene Laptop Store,
Mota Bazar
Surta

Sirs,

SUB: Purchase of Laptops.

We intend to purchase the Laptops from your store for some specific purpose. As now a days, technology is in high demand, we have decided to donate some laptop in NGO. As it is important tool to learn in present era. As we want to donate it to the needy kids, kindly provide some good discounts on the products as it will be used for noble cause.

Kindly provide the following information

Sr. No	Product	Price	Configuration	color	Discount
1	Dell				
2	HP				
3	Sony				
4	Assar				

We would be happy if we receive the reply of this inquiry in a week so that we can plan our visit according to the date of delivery of the products.

We shall pay you on C. O. D. basis. Please allow us generous discount so that we can place more orders with you.

Please supply us your latest catalogue for our reference.

We await an early reply from you.

Yours faithfully,

XYZ

(6) A reply to the above letter of inquiry

Nene Laptop Store
Mota Bazar,
Surat

Main Bazar
Gandhi Ashram Road
Ahmedabad
Dear Sir,

SUB: Reply of an inquiry of laptop

We have received your inquiry letter dated October 5, 2005 for purchasing of laptop. We thank you very much for the interest you have shown in our services. We must state with all humility that our store is the most well-known in the city. We are fortunate to receive the maximum number of service orders and we have always tried to justify people's faith in us.

We have gone through the details of your expectations and we assure you that they will be fulfilled in the best possible manner. Kindly find below the information you have asked.

Sr. No	Product	Price	Configuration	color	Discount
1	Dell	30,000	I4 Processor	Black, Blue	5%
2	HP	31800	I5 Processor	White, Black	5%
3	Sony	32000	I4 Processor	Black, Blue	5%
4	Assar	34000	I6 Processor	Black, Blue	5%

We have quoted our most reasonable charges. As it is for noble cause, we have not count our benefit on the products and we have provided you maximum discount on the products. We are happy that still in the world good people are there who work for noble cause like you. We are feeling so happy to deal for this product with you.

We look forward to your prompt reply.

Yours faithfully,

XYZ

(7) Inquiry letter for Computers
Purchase of Computers

C&C Store
Nayana Marg
Vadodara
5th August 2013

Patel Store
Nana Bazar
Vallabh Vidhyanagar

Dear Sir,

Sub: Inquiry of Purchasing of Computers

We intend to purchase the Computers from your store for our store. As now a days, technology is in high demand, we have decided to donate some Computers in School. As it is important tool to learn in present Time. As we want to donate it in the school, kindly provide some good discounts on the products as it will be used for noble Purpose.

Kindly provide the following information

Sr. No	Product/Computer	Price	Configuration	color	Discount
1	Dell				
2	HP				
3	Sony				
4	Assar				
5	Lenovo				

We would be happy if we receive the reply of this inquiry in a week so that we can plan our visit according to the date of delivery of the products.

We shall pay you on C. O. D. basis. Please allow us generous discount so that we can place more orders with you.

Please supply us your latest catalogue for our reference.

We await an early reply from you.

Yours faithfully,

XYZ

(8) A reply to the above letter of inquiry

Patel Store
Nana Bazar,
Vallabh Vidhyanagar

C&C Store
Nayana Marg
Vadodara

Dear Sir,

SUB: Reply of an inquiry of Computer

We have received your inquiry letter dated 5th August, 2013 for purchasing of Computer. We thank you very much for the interest you have shown in our services. We must state with all humility that our store is the most well-known in the city. We are fortunate to receive the maximum number of service orders and we have always tried to justify people's faith in us.

We have gone through the details of your expectations and we assure you that they will be fulfilled in the best possible manner. Kindly find below the information you have asked.

Sr. No	Product	Price	Configuration	color	Discount
1	Dell	28,000	I4 Processor	Black	7%
2	HP	29,800	I5 Processor	White	6%
3	Sony	28,500	I4 Processor	Black	4%
4	Assar	31000	I6 Processor	Black	7%

We have quoted our most reasonable charges. As it is for noble cause, we have not count our benefit on the products and we have provided you maximum discount on the products. We are happy that still in the world good people are there who work for noble cause like you. We are feeling so happy to deal for this product with you.

We look forward to your prompt reply.

Yours faithfully,

XYZ

(9) A substitute offer.

SHAH STATIONERY.

Main Bazar,
2, Relief Road,
Ahmedabad-380 001
October 10,1995

Nootan Stationary Store,
Post Office Road,
SAVAR KUNDLA-364 515.

Dear Sir,

SUB: Offering substitute goods for your order.

We thank you for your inquiry for the supply of Deluxe notebooks. We regret to state that at present we do not have the stock of Deluxe notebooks, As there was a very big demand for these notebooks, all the notebooks were sold in the month of August, 1997. We are the suppliers of these notebooks but now, we have no paper for this quality of notebooks and we have no hope no hope to obtain it in near future. But we can make you a substitute offer for other brand of notebooks. Super notebooks have also the same quality of paper and binding. The only difference is in its whiteness. The paper of these notebooks is slightly creamish. These notebooks are also in big demand here.

We can supply you these notebooks in large quantity if you place the order soon. They are cheaper than the Deluxe notebooks. We can supply you these notebooks at following rates :

1.	Super Notebooks 100 pages (Foolscap)	Rs. 80/- per dozen
2.	Super Notebooks 200 pages (Foolscap)	Rs. 150/- per dozen

We are sending you the samples by Courier Services. So that you can compare the quality and send us the order immediately. We guarantee you full satisfaction as far as quality is concerned.

We await an early reply from you.

Yours faithfully,

XYZ.

11.4 LET US SUM UP

Through this letter, students can learn the important of inquiry letter and how it is written. It is one of the most important medium of communication. Through this letter, the buyer can know regarding the

products, price, and various features of the products. Through this letter, buyer can also ask about discount on the product, any specification of the product if he/she requires.

11.5 KEY WORDS

Inquiry	to ask something
C.O.D	Copy on Delivery
Commodities	Products
Catalog	price list
Promptly	Immediately
Goods	Products

11.6 CHECK YOUR PROGRESS

(1) Which letter is used to buy something?

- A Complaint Letter
- B Inquiry Letter
- C Sales Letter
- D Adjustment Letter

(2) C.O.D is used for _____

- A Copy or Draft
- B Carbon on Desk
- C Cash on Delivery
- D Cash of Draft

(3) In which letter a buyer can do polite request for quotation _____

- A Complaint Letter
- B Inquiry Letter
- C Sales Letter
- D Adjustment Letter

(4) Why Seller makes FIRM OFFER sometimes

- A To sell Product in limited period of time
- B Offer is only for one buyer
- C Offer is about 10% discount
- D Offer is about 20% discount

(5) Seller needs to send quotation to the buyer so that _____

- A Buyer can get visual idea about all the aspect of products
- B Buyer can send to other seller
- C Buyer can start his/her own business
- D Buyer can keep it with him

(6) What should seller offer when he/she receives inquiry about the products which is out of stock?

- A Seller may offer substitute article
- B Seller may reject the inquiry
- C Seller may denied to reply
- D Seller don't reply anything

(7) Why reply of an each inquiry is important?

- A To satisfy the customer
- B Reply may convert in selling
- C Because Seller is free he/she can reply
- D Seller can appoint someone to reply

(8) Why buyer needs to create an impression that he/she eager to purchase goods?

- A So that he/she can get good discount
- B So that he/she can build personal relationship
- C So that he/she can get the products in very less price
- D So that he/she can get good products

(9) What is Inquiry for some favour?

- A The Inquiry is made for special price and specific information not for goods
- B The inquiry is made for goods
- C The inquiry is made for 10% discount
- D The inquiry is made for 20% discount

(10) What does it mean Routine Inquiry?

- A Which is made by regular customer for their products
- B Which is made just to time pass
- C which is made without any purpose
- D which is made to get more discounts

Write answer in brief

1. What if Firm Offer?

2. What is Substitute Offer?

3. What is Solicited Inquiry?

4. What is Unsolicited Inquiry?

5. What is Routine Inquiry?

UNIT: 12

ORDER LETTERS & EXECUTION OF ORDER LETTERS

:: STRUCTURE::

12.0 Objective

12.1 Introduction

12.2 Definition

12.2.1 Explanation of Order Letter/ Quotation Letter

12.2.2. Explanation of Execution of Order Letter

12.3 Specimen of Order Letter and Execution of Order Letter

12.4 Let Us Sum Up

12.5 Key Words

12.6 Check Your Progress

12.7 Books Suggested

12.0 OBJECTIVE

In this unit, you shall learn how an order or Execution of Order letter conveys

- Information about the objects being ordered;
- Information relating to shipping
- Information relating to payment.

12.1 INTRODUCTION

Order Letters are very important as they mark practical beginning of business transactions and business relationship. Much business activity revolves around the preparation of letters dealing with orders for stock. The letters which contain a request in formal language for the supply of goods and services are termed as ‘Order Letters.’ An order letter is commonly addressed to a seller, a manufacturer, or any supplier of goods and services. In fact, an order letter serves the purpose of a ‘Contract of Sale’ for the buyer and the seller and for both the parties those who want

to sell and those who want to buy. It is, therefore, necessary that order letter should contain all the necessary details like price, color, discount, configuration, terms and conditions so that after placing an order there will be no chance for any miscommunication and any misunderstanding.

Essentials of an order letter

Most business concerns use printed order blanks for placing orders. These order blanks provide space for all essential details like identification of goods, directions for shipment, manner of payment, etc. However, whether the writer uses the order blanks or places an order in the form of a written letter, it must be exact and definite so that the reader faces no difficulty and ambiguity in filling it. The following are the essential requirements of an exact order:

1. Identification of the Products ordered: Those who want to place an order to buy something must clearly identify the products that he orders by mentioning their specifications, the catalogue numbers, names or trade names, their color, size, design or brand, configuration etc.

2. Quantity of the Products: Depending upon the nature of products, the buyer must mention the exact quantity of the products that he/she wants to order. If he/she will not mention the quantity of the products there may be chances of less or extra products at the time of receiving order. He/she should take care that some goods and products can be mentioned in terms of units, some in terms of weight, and some in terms of measure only.

3. Time and Place of Delivery: The order letter must specify the time limit and the place for delivering the goods and products. In case no time limit is given by the buyer, and if the goods reach him later than he expected, the buyer shall have no legal right to blame the supplier for late delivery of the goods. He has no right to claim for any reward for the causes he might have faced due to late delivery of the products. He cannot ask for any compensation for the late delivery. He cannot ask for any kind of adjustment for the late delivery of the products he has ordered.

4. Mode of Transport: Transportation of the products involves extra expense in the total bill of the products. It is, therefore, very important that the person who places an order clearly states the desired mode of transport. He should mention if he wants the goods to be sent by road, by rail, by parcel post, by air, or by ship. Mentioning the mode of transportation gives right to the buyer to claim on seller if he sends products from transportation. Buyer can also claim if the seller has sent products in different transportation and if the products get damaged, the buyer can ask for the adjustment of the damaged products.

5. Method of payment: It is one of the most important aspects to keep in mind while drafting an order letter to the any party and business organization. The buyer must also mention the method of payment. The buyer must clearly state if the goods or products are to be purchased on

cash payment, Cash on Delivery, or on credit cards, or if the price of the goods to be charged to the buyer's account. In case of any advance payment, the number and amount of the cheque or draft be specifically mentioned. If buyer doesn't clarify this mode of payment the seller can demand his mode of payment at any moment. So it is very necessary and important for the buyer to mention the mode of payment in order letter so that it may not lead in any miscommunication.

6. Special Instructions: if buyer wants to specify any specific instruction regarding products he/she may mention in the order letter if any. He/she can mention necessary instructions about the size and mode of packing, insurance coverage, custom pleasant duties, etc. if applicable, should be clearly mentioned by the buyer to avoid any misunderstanding at later stage.

12.2 DEFINITION

—The letter which conveys the message for supply of [goods](#) is known as letter of order

In other words, —the letter by which a buyer formally requests a seller to supply goods is known as [order](#) letter.

—The letter which conveys the terms and conditions of the buyers while purchasing any products and goods is known as Order Letter

—The letter which conveys buyer's message to the seller regarding his desire of buying something is known as Order Letter.

—The letter which contains buyer's desire to buy any products from the organization and wants to establish business relationship by placing an order is known as Order Letter.

12.2.1 Explanation of Order Letter/ Quotation Letter

Orders are placed by the buyers. When the buyer feels that the terms and conditions quoted by the seller are reasonable, he places an order. From now onward legal contract takes place. Hence the need for careful drafting of letters is needed. The following are the points to be kept in mind while drafting the order letters.

- (1) First of all, the buyer should thank the seller for prompt reply of his/her inquiry (if such is the case.) this good gesture creates good impression in the seller's mind. If seller shows his thankfulness to the buyer for the order, this creates long lasting positive impression in the mind of buyer.
- (2) He should state that he has found the terms and conditions reasonable and satisfactory and with this terms and conditions he is eager to place an order of the products and goods.
- (3) Then he must state categorically that he is placing the order for the specific goods. It is most important to mention the category of the product because there may be chances of similar products.

And if it will not be mentioned then there will be chances that buyer can get some different products.

- (4) He must state the name of the article, the goods, the quality of the goods and quantity very clearly. There must be no ambiguity at all. Sometime it happens that if buyer has not mentioned quality and quantity of the goods, there will be chance of ambiguity.
- (5) He must specify the size, the colour, model number, catalogue index number etc. this will be helpful to the seller while packing an order of any buyer. Because there will be chance of the same products in different company. So it is very important to mention color, size, model number, index no of the catalogue in the order letter.
- (6) He must very clearly mention the quantity in weight, measurement, pieces etc. because sometimes some products may vary in weight and measurement. If buyer doesn't mention regarding specifications, there may be chances to receive product with different weight and measurement.
- (7) He must give necessary instructions regarding packing. If special packing instructions are necessary, they must be specifically mentioned. If buyer does not mention regarding packing, the seller would not much care about the packing and if the products don't get packed well, there will be a chance that the products get damaged during the transportation. And if the buyer has not mentioned regarding the packing, he cannot claim regarding any kind of adjustment after receiving of damaged products.
- (8) Mode of transport must be mentioned. It may be by Railway, by Courier Services, by Transport Services whether it is carriage paid or carriage forward, it should be mentioned clearly. It is very important because sometimes buyer has ordered any medicine and he forgets to mention it in the order letter, the seller may send it by road transportation which may leads to the damage of medicine. So the mode of transportation must be taken care by buyer at the time of placing and order to any organization.
- (9) The time of delivery must also be clearly given. If the order is urgent, the time limit must be stated. If the buyer doesn't mention time in order letter, there may be possibility that he/she will get the order in delay time. If it is very urgent, the buyer must mention the date, month and time that he wants the product to be reached him/her. If he doesn't mention, the seller takes this order _not in urgent_ basis and this may lead to very late delivery of the products.
- (10) The mode of payment can be _Cash on Delivery_ or _Cash with Order_. It must be on credit too. All these must be stated referring to the earlier correspondence. As it is related to the money matter, clarification of the mode of payment is the most

important thing while placing any order so that there will be no misunderstanding. It will be helpful to build good business relationship for both the parties in future.

- (11) The rate of discount if earlier agreed upon must be re-iterated. Liberal discount must be requested for in the order letter. If the order is in a large quantity, more discounts can be insisted upon. If you are regular buyer of any products to the same seller you can ask for the more discounts to your order. Sometimes it may happen that verbal communication regarding discounts may not get fulfilled by seller. So it is important for the buyer to mention discount in the order letter to avoid any kind of misunderstanding in the order.
- (12) Sometimes, the sellers provide the buyers with printed order forms. In such case, the buyers can use specially printed forms for their orders. Such forms are with all the essential details. Such forms are useful in avoiding confusion and ambiguity.
- (13) Orders placed by buyers to usual suppliers almost regularly are called 'Routine Orders'. Prices and terms and conditions are already fixed and the only message to be conveyed is about the quantity of goods only. Such Orders are accompanied by a short letter and order is placed on ORDER FORMS only. Sometimes, time limit for execution of order is mentioned.
- (14) Sometimes, it becomes necessary to make some changes in the orders. Such changes may be regarding the date of execution or the quantity of goods etc. if it is so it must be highlighted in the order so that it may not lead in any ambiguity for both the business person.
- (15) In exceptional cases, the orders have to be cancelled. "The letter-writer must apologize for inconvenience and give the reason for cancellation of order. Such letters must follow the order letters quickly before the execution of order takes place. Sometime it may happen that due to some emergency, the buyer cannot place an order, he should send a letter to the seller so that it will help to build good business relationship of the both business partners.

12.2.2 Explanation of Execution of Order Letter

It is good business etiquette to send a thank you letter. There may be circumstances when new clients are referred by one of the existing clients or customers. In such a case, it is always good to send the client or a customer a thank you letter. Also it is good to send such letter after an order is dispatched or received. This is not only a polite gesture something that show respect to the client but is an opportunity to show your future clients that there is a good possibility of written communication.

This may be regarded as a unique marketing strategy to increase the sales and other related conversions. Like in many business you may have notice that more people inquire about the product or the service than they

actually make the order. Nevertheless, you can convert these inquiries to sales and here is one such great technique that many business are opting for.

The following points must be kept in mind while writing the 'Replies to Orders'.

- (1) First of all, the seller must acknowledge the receipt of order from the buyer. He must mention the date of order letter and order number if any. So that the buyer would not remain in any kind of confusion and this would also be helpful because sometimes there is a possibility to have same name of the buyers. To acknowledge the receipt and order are helpful to the both business parties.
- (2) He must thank the buyer for his order in polite words. If it is the first order, he must appreciate the buyer's interest and assure him that his order will be paid due attention. He must express hope that the customer will continue to extend his kind support. This kind gesture of saying 'thank you' to the buyer may lead good business relationship between both the parties. This will also help in the future as well.
- (3) The seller must mention clearly the name and quantity of goods he is dispatching. So that after dispatching, the buyer cannot demand any extra quantity of the products or goods.
- (4) He must mention the date of shipment/transport and expected date of delivery to the customer. So that the buyer can adjust the place/godown to keep the products at safe place. If it is monsoon season, the seller must mention the time and delivery of the products.
- (5) If goods are sent by Railway, he must send copies of R/R (Railway Receipt) with the letter or by separate post. So that buyer can collect the order in time.
- (6) Other relevant documents should also be sent immediately; and he should state clearly what documents he is sending.
- (7) If it is the first order, it is wise to repeat the terms and conditions supplied earlier in quotation letter so that the buyer has more clarification regarding the terms and condition. If the terms and conditions are good to him, he may place another order in future time.
- (8) He must also mention the term of payment, mode of transport and discount. If the seller has given some generous discount, he must draw the attention of the buyer to it. This may attract the buyer to place another order to the same organization and the same company.
- (9) The letter writer should express the hope to receive regular order from the buyer. So that he can establish good business relationship with the buyer for long lasting business relationship.
- (10) Sometimes, the seller cannot execute order for some reasons. In such circumstances, he must express and apologize for the

inability to supply goods. So that the buyer will not be in any assumption regarding receiving the order and if he wants to give this order in urgency, he can give order to some other party to fulfill the demand of need.

- (11) Sometimes, the seller has no stock of the goods ordered by the buyer but he may have stock of some other goods of similar quality. He may offer substitute goods in such cases. He must try to convince the buyer that the substitute goods also have that same quality. He may supply the substitute goods 'on approval' or on trial.
- (12) Sometimes, the seller cannot execute the order within the time limit given by the buyer. There may be various reasons for such delay. There may be causes like labour problem, natural calamity, breakdown of machinery, shortage of raw material, failure of electric supply etc. In such cases, the letter writer must state that orders cannot be executed within the specific period. He must assure that steps are being taken to solve the problem and restore normalcy. He must express hope that the customer would bear with them and wait till normalcy returns. He must request the customer to confirm the order for the delivery at a later date.

Sometimes, the seller may execute partial order and request the customer to wait for the other consignment. Such letters must be written in very courteous and convincing manner. The seller must try to win the sympathy of the customer. This will create good impression of the seller on the buyer.

Tips for Writing reply of an Order Letter:

Formal – The letter to be written is formal, so it should be in a serious tone. It should be a direct tone while writing to the consumer.

Dates – While writing the confirmation letter you should inform the recipient of the dates you will be delivering their goods that they ordered from you.

Record – Show a record of the items bought that is the quantity and also the total price of the goods ordered. Before writing the records, ensure first that you have informed the customer that you have received the payments on the goods.

Brevity and preciseness – Be brief as you jot down the letter and make sure to go straight to the point and not to write long unnecessary stories.

12.3 SPECIMEN OF ORDER LETTER AND EXECUTION OF ORDER LETTER

SPECIMEN

(1) Order letter for books

RAJ BOOK STORE.

Mota Bazar
V.V.Nagar- 364515.
October 15,2018.

Suraj Publishing Co.
Manek Chowk,
Ahmedabad- 380001

Dear Sir,

SUB: Order for books.

We thank you for your catalogue and price-list of your publications. We have found your terms and conditions reasonable. We place the following order:

Sr.No.	Name of the book	Catalogue No.	Copies
1.	English Grammar & Composition -Prof. K.N. Shah	C10	50
2.	Commercial Correspondence -Prof. R. N. Dhawan	D27	50
3.	Advanced Accounting -Prof. M. N. Tandon.	F19	50

Please supply the books within 10 days after the receipt of this order.

We are satisfied with your 20% discount. We shall pay on C. O. D. basis. So please supply your document through our bankers, State Bank of India. V.VNagar Branch. Please supply the books through courier services or by post.

We look forward to prompt execution of our order.

Thank you very must.

Your faithfully

XYZ

Partner

(2) **Execution of order for books.**

SURAJ PUBLISHING CO.

Manek Chowk
Ahmedabad-380001
October-25, 2018

Raj Book Store,
Mota Bazar,
V.V.Nagar- 388120
Gujarat.

Dear Sir,

SUB: Your order for books.

We thank you very much for your order for books dated 15th October, 2018.

We are glad to dispatch the ordered books through Mohan Courier Services today. We hope that you will receive the books within a week.

The details of the books and the bill are as follows:

Name of the book	Copies	Price(per copy)	Total
1. English Grammar & Composition (Prof. K. N. Shah)	50	Rs. 50/-	Rs. 2500/-
2. Commercial Correspondence (Prof. R. K. Dhawan)	50	Rs. 100/-	Rs. 5000/-
3. Advanced Accounting	50	Rs. 80/-	Rs. 4000/-
	20% discount		<hr/> Rs. 11500/- Rs. 2300/- <hr/> Rs. 9200/-

We are sending the documents through state Bank of India according to your instructions.

We have packed the books in standard packing to avoid damage. We hope that you will be satisfied with our services.

We shall appreciate more orders from you.

Thank you very much

Your faithfully

XYZ

(3) Specimen of Order form :

SUMAN GARMENTS

21, Ballard Estate,
Ahmedabad-400 021
Date-

Phone:-

Telegram:-

Buyer's Name: _____

Postal Address: _____

PIN

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ORDER

Please supply the following goods.

Article	Description	Quantity	Price

Terms and conditions:-

(1) Mode of Transport-

(2) Mode of Packing-

(3) Mode of Payment-

(4) Date of Delivery-

(5) Discount-

Date-

Place-

Buyer's signature

(4) Letter cancelling order:

GUJARAT BOOT HOUSE

Kalupur Station Road,
Amedabad-380002
Gujarat,
October 5, 2018

Mesco Shoes,
Ghatlodia Road,
Ahmedabad-380061

Dear Sir,

SUB: Cancelling our previous order.

We are sorry to state that we shall have to cancel our order for shoes dated October 1, 2018.

Actually, our salesman reported to us that there was no stock of Mesco Shoes and so we sent an order for 50 pair of shoes. Later, we found that we had enough stock to last for two months and at present we do not have the necessity to stock any more.

So please cancel our previous order for shoes and oblige. We shall place order again as soon as our present stock runs out.

We regret for inconvenience once again.

Your faithfully

XYZ.

(5) A letter offering substitute goods.

MOONSOON PRODUCTS

21, Nehru road,
Ahmedabad-380015
March 10, 2018

Shah Brother,
Bapunagar,
Ahmedabad (Gujarat)

Dear Sir,

SUB: Offer for substitute product.

We have received your order letter for 'SURAJ' brand umbrellas dated March 1, 2018. We thank you for your interest in our products.

We regret to inform you that we are unable to supply you 'SURAJ' brand umbrellas as we do not have the necessary stock now. We do not manufacture 'SURAJ' brand umbrellas any more.

But we would like to offer you substitute product manufactured by us. We have recently launched marketing and manufacturing of 'VARSHA' brand umbrellas. These umbrellas are certainly better than 'SURAJ' brand. We have actually made certain improvements and additions. These umbrellas are available in variety of colours and designs besides the usual black.

The price is slightly higher than our earlier product but we are sure that our customers will have no reason to complain about it. The price list with the details of prices of different types of umbrellas is enclosed for your reference.

We look forward to your order for 'VARSHA' brand umbrellas.
Thank you very much.

Your faithfully

X.Y.Z.

Encl: Price list

(6) Letter about part execution of order

SURIDHA HOME APPLICANCES

11, Relief Road,
Ahmedabad-380001
October 1, 2018

Sanjay Electricals,
Kalupur Station Road,
Ahmedabad- 380002.

SUB : Part execution of order:

We have received your order for 'SUVIDHA' water-heaters dated September 21, 2018. We thank you for your interest in our products.

You have placed an order for 100 'SUVIDHA' water-heaters but owing to heavy demand of water heaters we are unable to execute your order in full.

We shall be able to supply you only 25 pieces at present but we hope to supply you the remaining 75 pieces within a month. We are trying hard to meet with the rush and hope that within 20 days, we shall be able to cope up with the pressing demand.

We are sending the bill and other document for 25 water heaters now. We are sorry for the inconvenience caused to you. Meanwhile bear with us and oblige.

Thank you.

Your faithfully

X.Y.Z.

(7) A letter expressing inability to execute an order.

RAJ ELECTRICALS

19, Fort,
Mumbai-400 001
February 9, 2018

Shri Ram Electric Store
C.G Road
Ahmedabad-380009

Dear Sir,

SUB: Inability to execute an order.

We have received your order for various electrical appliances made by our company dated February 1, 2018. We thank for your interest in our products.

But we are sorry to inform you that at present we are unable to execute your order owing to labour unrest in our company. The workers of our company are on strike since last Monday. At present we are busy negotiating with the union leaders. We hope that in a short time, we shall be able to find an amicable solution. Because of the labour problem our production has suffered very much. We have many pending orders to be executed. But as soon as the work starts, we hope to increase our production to meet with the pending demands. But we regret to say that at present we shall not be able to execute your order.

If you can wait for about two months, we shall certainly supply you the required goods. We shall let you know as soon as we are able to supply you the goods. Please confirm your order then. Meanwhile, we regret inconvenience caused.

We hope to receive your co-operation in future too.

Yours faithfully,

XYZ.

(8) Order letter of computer

Patel Computers

C&C Computers
Mota Bazar
VallabhVidhyanagar-388121
October 5th 2018

Patel Computers
Thaltej,
Ahmedabad - 380059
Dear Sir,

SUB: Order for computers

We thank you for your catalogue and price-list of your products.
We have found your terms and conditions reasonable. We place the
following order:

Sr.No	Product Name	Price	Configuration	Color
1	Dell Computer/5	28500	I3 processor	black
2	Hp Computer/7	29000	I4 Processor	black
3	Lenovo Computer/6	29700	I4 Processor	black
4	Assar Computer/5	30000	I5 Processor	black

Kindly supply the products within 10 days after the receipt of this order.

We are satisfied with your 20% discount. We shall pay on C. O. D. basis. So please supply your document through our bankers, State Bank of India. Please supply the Products by road and good transportation.

We look forward to prompt execution of our order.
Thank you very much.

Your faithfully

XYZ

(9) Order Letter for Laptop

Raj Laptop Store

Raj Laptop Store
Nana Bazar
VallabhVidhyanaga388121
October 25th 2018

Kanha Laptop store
Gurudwara Chawk,
Ahmedabad- 380059

Dear Sir,

SUB: Order for Laptop

We thank you for your catalogue and price-list of your products. We have found your terms and conditions reasonable. We place the following order:

Sr.No	Product Name	Price	Configuration	Color
1	Dell Laptop/8	29500	I5 processor	Black/white
2	Hp Laptop/7	29500	I4 Processor	Black/white
3	Lenovo Laptop/6	29900	I5 Processor	Black/white
4	Assar Laptop/5	30300	I5 Processor	Black/blue
5	Sony Laptop/7	32000	I5 Processor	Blue/black/red

Kindly supply the laptop within 20 days after the receipt of this order.

We are satisfied with your 15% discount. We will pay through the cheque after receiving of the order.

We look forward to prompt execution of our order.

Thank you very much.

Your faithfully

XYZ

12.4 LET US SUM UP

Through this letter, students can learn the importance of order letter and how it is written. It is written when buyer wants to order something. Through this letter, the buyer can mention regarding his/her products, price, and various features of the products. Through this letter,

buyer can also mention about discount on the product, any specification of the product if he/she requires. Through this letter, buyer can initiate good business relationship with the opponent party. If his/her order satisfy, he/she can send another order in future as well.

12.5 KEY WORDS

Execute	To send
Brochure	Catalogue, Price list of the goods

12.6 CHECK YOUR PROGRESS

Answer the following questions in Brief

1. Why Identification of Goods is important?

2. Why Time, Place and Delivery time of goods is important to mention in Order Letter?

3. What is importance of 'Method of Payment' in Order Letter?

4. Why is it necessary to mention mode of transportation delivery in Order Letter?

5. What is importance of date in Order Letter?

6. For which purpose the order letter is written?

7. Which are the things to keep in mind while writing an order letter?

8. Why it is important to mention terms and conditions in order letter?

9. Why it is necessary to mention percentage of discount in order letter?

10. What are the things to remember while replying an order letter?

Choose the correct options from given below

1. Business letters produce immediate effect because they are:
 - A. Formal
 - B. Informal
 - C. Interesting
 - D. Brief
2. The order letter is written
 - A To Inquire
 - B To place an order
 - C To Complaint
 - D To Sell
3. Which part of letter consists writer's address
 - A Heading
 - B Date
 - C Salutation
 - D None of these
4. Why date is important in order letter
 - A to receive goods on time
 - B to do payment
 - C to know the availability of seller
 - D sake of writing
5. Why is it important to mention mode of transportations in letter
 - A to get delivery of good through proper transportation
 - B to dispatch delivery
 - C to improve knowledge
 - D to do payment

Write Letters on Subjects mentioned below.

1. Order letter for Sports equipment
2. Execution of Order Letter for Stationery
3. Partial execution of Garments
4. Unviability to execute orders
5. Order and execution letters for Nature Training Camps arrangements.

12.7 BOOKS SUGGESTED

1. Effective Business Communication by Herta Murphy, Herbert Hildebrandt and Jane Thomas (2008)
2. Persuasive Communication: How Audiences Decide by Richard O Young (2016)
3. The book of letters: How to Write a letter for Every Occasion(2002)
4. Techniques of Writing Business Letters, Memos and Reports by C.I,Bovee (2007)

UNIT:13

COMPLAINT LETTER AND THEIR REPLY

:: STRUCTURE::

13.0 Objective

13.1 Introduction

13.2 Definition

13.2.1 Explanation of Complaint Letter

13.2.2. Explanation of Adjustment Letter

13.2.3 Essentials things to write Complaint Letter

13.2.4 Essential things to write Adjustment Letter

13.3. Specimen of Complaint and Adjustment Letter

13.4 Let Us Sum Up

13.5 Key Words

13.6 Check Your Progress

13.7Suggested Book

13.0 OBJECTIVE

- Defective supply of good
- Supply of wrong goods
- Defective packing of the goods supplied
- Delayed supply of goods
- Variance in prices
- Delay in making payments
- Disagreement over terms of credit
- Damaged goods
- Different products
- Visually different products
- Non delivery
- Unsatisfactory quality
- Billing errors

13.1 INTRODUCTION

In business transactions, terms and conditions of purchase and sale are settled in advance in writing. Yet, differences of opinions and difference of thought may occur. Business people, of course, do not make deliberate mistakes. None wants to annoy his customers and to create bad impression on his customer. But, there are occasions when a customer or a business house feels annoyed and dissatisfied, and makes a complaint or files a claim to this effect. However the chances are very less for this. But the buyer is not satisfied with the order he may tend to write complaint letter.

In other words we may say that a claim or a complaint letter is the one which is written to bring a discrepancy that has occurred in the transaction, to the notice of the other party and request for friendly settlement of the dispute.

To write a good and effective claim/complaint letter the writer should keep in his mind the following points:

Make the Complaint Immediately: To be fair to the seller and the buyer himself, the writer of the complaint letter should file complaint immediately. Delay in writing of complaints and claims not only weakens the right of claim but sometimes deprives of the right of adjustment. In some cases and some unavoidable reasons, buyer can write it after some time of receiving products, but in normal case, he should not get delay to write the complaint letter for the better adjustment of his products.

Follow the Direct Approach Plan: The writer of a complaint letter should follow the Direct Approach Plan. He need not make any buffer statement or involve himself in any unnecessary introduction. Instead, he should state directly the main idea of the message. He should directly state the things and complaint which will be helpful him.

Explain the Facts of the Problem: The buyer should state the problem correctly in complaint letter and should provide necessary details and fact of the problem. He needs to clearly mention what he desires in adjustment. If he will not mention clearly in the letter, he may not receive what he desire in adjustment.

Do Not Exaggerate Things: In no case the writer of a complaint letter should exaggerate the problem or the loss occurred to him. He should be very honest and exact in bringing the problem to the knowledge of the reader. He should also not hold anyone responsible for the cause. This would be helpful to the both parties because seller never intends to send damaged products and at the same time he also wants to satisfy his customer. So buyer should be honest for complaint.

Provide Back-Up Information: If needed, necessary back-up information and material be provided to the reader to strengthen the claim of adjustment. In certain cases it becomes necessary to give additional information to the reader to justify the writer's point of view and to prove the truth of the fact. **Conclude the Complaint on a Polite Request:** Finally, the writer should come to the specific action that he

believes the other party should take on his request. It is very important that he clearly mentions what adjustment he seeks to settle the matter amicably. The Buyer should make request for adjustment in such a way that seller should not feel insulted. The buyer should use very polite language so that the message is conveyed in good manner. The buyer can make a call regarding the same to make it more polite. The request for adjustment should, however, be made in a friendly, courteous and persuasive manner. **Avoid being Negative and Threatening:** It is very important for the writer of the complaint letter to avoid negative words because every action has its reaction. If the buyer is not strong enough to write letter in polite way, he may take help in writing complaint letter. But the use of negative words should strongly be avoided. He should neither make any accusations nor should he give any threats to the reader. He should use polite tone which is beneficial to him in future as well. Though it is complaint letter, the tone of the language should not be very harsh and should be very polite.

13.2 DEFINITION

—A letter written by a consumer to a manufacturer or retailer regarding a problem with a product or service. This type of letter is written usually with the expectation that corrective action will be taken.

— A letter which is written by the customer for receiving unsatisfactory products is known as Complaint Letter.

—A letter which is written by the customer to the particular organization, with the purpose to inform them regarding not satisfactory deliver of the products.

1.2.1 Explanation of Complaint Letter

Customers generally do not complain unless there is a reason to do so. There may be several occasions for complaints in a business. They may be regarding the quality of goods or quantity of goods. They may be about improper packing, undue delay or demanded goods. Sometimes the article received does not function properly. It may be about mechanical or electrical defect.

It must be remembered that complaints have great influence on modern business. Complaints are no more regarded as nuisance. They serve as a barometer for efficiency.

One must also remember that silence on the part of the customers doesn't mean satisfaction of the customers. All customers are never vocal. Only few are the most vocal. But these few should not be ignored. Every customer has a right to complain and it is the duty of the seller to listen to the complaints properly and make necessary adjustments.

It is human nature to err and mistakes are bound to happen. In such cases, complaints will arise and such complaints help the sellers to improve their services or quality of goods. Thus a complaint is healthy one. The modern business house treats complaints in positive manner and tries to improve the quality of their goods and services. They respond to the

complaints immediately and set them right. Delay in adjustment is certainly dangerous. Silence on the part of the seller would offend the customer and it must never be forgotten that an offended customer may prove fatal to the sellers reputation. In modern business when lakhs of rupees are spent on publicity, dissatisfied customers must be immediately listened to and pacified. Even if the complaint is minor or frivolous, it is better to set it right. An immediate adjustment also satisfies the ego of the complainant.

1.2.2 Explanation of Adjustment Letter

Adjustments to the complaints become inevitable in business and the adjustment policy must be handled with care and caution. Adjustments have long-term effect and they must be viewed in this light only. Adjustment builds good will and helps the sellers in gaining more business.

Now let us take a quick look at the occasions for complaints in business.

- (1) Delay in execution of order.
- (2) Goods of inferior quality.
- (3) Goods of different quality from the goods ordered.
- (4) Wrong goods supplied.
- (5) Defective goods/damaged goods.
- (6) Shortage of goods or goods less in weight.
- (7) Dispute about the prices of goods.
- (8) Impolite behavior of the sales persons.
- (9) Lack of proper services.
- (10) Improper packing etc.

1.2.3 Essential things to write Complaint Letter.

Now let us discuss in brief how letters of complaints should be written:

- (1) The letter of complaint must be tactfully and courteously written. The aggrieved customer has a right to complain but he has no right to lose temper. He should write in polite language so that it will maintain good impression of him on opponent's mind.
- (2) He must write convincingly about the loss he has suffered and how he has suffered it. He should state the cause he faced due to less products or may be other reasons so the seller would make adjustment accordingly that way.
- (3) He must give facts and figures of the loss or damage. He must mention the quality, the quantity, the number, the weight of the goods.
- (4) He must state clearly what the cause of his complaints is. He should mention clear reason to write complaint letter, which would be beneficial to the both parties' seller and buyer.
- (5) He must request for reasonable adjustment or compensation if necessary. Compensation must be in proportion to the loss or damage caused to the customer. He should not demand more in compensation.

- (6) The complainant must avoid anger and appeal to seller's sense of justice.

1.2.4 Essential things to write Adjustment Letter

The adjustment letter is written to reply of any complaint of the customer. As we told earlier, quick response to complaints build goodwill. Delay in such cases creates unfavorable impression in the mind of the complainant. So first of all, it is advisable to write a letter of adjustment as promptly as possible.

- (1) The letter of adjustment must start with sincere apology. Even if the supplier is not at fault, he must express regret for causing inconvenience to the customer. This will give peace to the customer's anger and customer will feel that his complaint is answered properly.
- (2) The letter writer must thank the customer for drawing attention to the cause of complaint and reiterate that such letters help in improving their services and quality of goods. They don't intend to unsatisfy their customer, but sometimes mistakes happen and through this letter, in future they will be more prepare and take the thing in proper way.
- (3) Even if the complaint letter is written in discourteous or angry language, the letter writer must keep cool and write in polite language. In adjustment letter the Seller should keep in mind that, his letter may cancel the order. Thought he was not in fault, he should write adjustment letter in such way that he will not lose his order and at the same time his customer get satisfied with the answer of complaint.
- (4) It is advisable to admit the mistake and assure the customer that it will not be repeated in future. The Seller should give surety to the buyer that this will not happen in future.
- (5) Positive attitude to complaints builds goodwill for the suppliers. Modern dictum that customer is always right must be accepted. The Seller should keep faith in his/her customer. This will create positive vibes amongst them and this will help them in future as well.
- (6) The letter-writer must try to convince the customer how an in what conditions mistakes occurred. In short fact must be explained convincingly. He should try to explain the reason behind it and also give him a surety that this will not repeat in future. Seller's honesty will help buyer to keep trust on the Seller.
- (7) Adjustment must be quick and satisfactory. In case of defective goods. Fresh goods can be supplied. In case of loss credit note for the amount must be sent immediately to satisfy the customer. In case of damaged goods, proper goods should be sent. In case of delay in delivery, the seller must provide the reason behind it. In case of visually changed in products, the seller must provide the exact products. In case of half products in stock, the seller has to

try to convince the buyer that the remaining half products will be sent very soon and he should also apologize for the same. If the damages occur due to improper packing, the seller should give surety that damaged products will be replaced.

- (8) The letter-writer must assure that there will be no cause of complaints in future and express sincere hope to continue business relations with the buyer. The writer of adjustment letter apologizes in such a way that he will not lose his customer and his business credit in the market. Because one complaint of any customer may lead negative impression on the other customer and if this will occur, it would be big loss of any organization.
- (9) In short, the letter of adjustment must make the buyer forget the loss and persuade him to place order again. The letter should provide hope to the buyer that his complaint are heard and answered properly and his problem will be resolved and he will not face loss of his product.

13.3 SPECIMEN OF COMPLAINT LETTERS AND ADJUSTMENT LETTERS

(1) Complaint about delay in execution of order:

SARASWAT GRAEMENT HOUSE

Station Road,
Rajkot-360001
October 1, 1997,

The Sales Officer
Benzer Garments Company,
Dr. S. N. Road,
Ahmedabad-380001

SUB: Delay in execution of order.

We have placed an order for readymade garments on September 20, 1997, but so far we have not received the supply of the goods. As we have stated in the letter, we want these goods to be sold at Diwali festivals. If we do not get the goods in time, we are likely to suffer heavy losses.

We are shocked to think that you have not even acknowledged our order. Now the days of Diwali festival are drawing nearer. We already have customers asking for fresh stock of readymade garments. If we had received the goods in time, we must have done better business. The delay in execution of our order has caused us losses in income as well as in reputation.

Now, please send us the goods before October 10, 1997 otherwise we shall be compelled to cancel the order. In future, we shall have to be careful in placing the order with you.

Please let us know the cause of below soon.

Your faithfully

X.Y.Z.
Partner

(2) Reply of above complaint letter:

BENZER GARMENTS COMPANY

Dr. S. N. Road,
Ahmedabad- 380001
October 5, 1997.

Sarswant Garment House,
Station Road,
Rajkot- 360 00.

Dear Sir,

SUB: Your complaint about delay in execution of order.

We have received your complaint letter dated October 1, 1997. We are extremely sorry for delay in execution of your order.

We express our sincere apology but will you please allow us to explain the cause of delay? In fact the workers of our company were on strike and we had suffered a terrible loss on account of this strike. For the same reason, we could not write to you soon. Now we have come to a satisfactory solution and the workers have resumed their work.

We have also started supplying goods to our customers and we hope to execute your order within a week. We hope that you will still be able to sell goods at the Diwali Season. We are sorry for the loss you have incurred but the circumstances were beyond our control.

In future we will never give you the cause for complaint. We hope that you will forgive us generously and continue business relations. We cannot afford to loss good customers like you.

Please write to us as soon as you receive the goods.

Your faithfully

X.Y.Z.
Sales Officer.

(3) Complaint about damaged goods,

RASRAJ CROCKERY STORE.

M.G. Road,
Rajkot-360001
October 5, 1997.

Hamsafar Crockeries
Vir Savarkar Road,
Pune.

Dear Sir,

SUB: Complaint about damaged goods.

We are sad to inform you that we have received the crockery items ordered by us in damaged condition. On opening the parcels we found that about a dozen of crockery items were either in broken or damaged state. This naturally leads to believe that your packing department is very careless.

On account of this damage, we have suffered the loss of about 1000/- rupees. The details of damage are as follows.

- (1) One tea-pot in broken condition.
- (2) Two bowls cracked.
- (3) Five cups and three saucers cracked and scratched.
- (4) Two containers in broken condition.

We could see that the goods were not properly packed and hence the damage. Please see to it in future that no such damage take place again. Meanwhile send us the credit note of Rs. 1000/- because we cannot sell such broken or damaged goods.

We request you to caution your packing department about careful packing. We await an early adjustment letter from your side.

Your faithfully

X.Y.Z.
Partner.

(4) Reply to the above complaint letter.

HAMSAFAR CROCKERIES

Vir Savarkar Road,
Pune,
October 12, 1997.

Rasraj Crockery Store,
Gandhi Road,
Rajkot-360001.

Dear Sir,

SUB: Your complaint about damaged goods.

We are extremely sorry to know that you have received goods in damaged condition. We are generally careful in packing and such complaints are rare but on inquiry, we found that a new packing clerk had packed these goods and it was his mistake.

We regret for inconvenience and loss suffered by you. We are sending herewith the credit note of Rs. 1000/- against the loss you have suffered. We have also cautioned our packing department and we assure you that no such incident will take place in future again.

Once again, we request you to bear with us and continue to give us your valuable co-operation.

Please acknowledge and oblige.

Your faithfully

X.Y.Z.
Sales Manager
Hamsafar Crokeries
Pune.

(5) Complaint about the misbehavior of a salesman.

Mrina; Pandey
'VASANT'
Shiv Society,
Rajkot-360001
October 15,1997.

A to Z store
Vora Bazar
Rajkot-360001

Dear Sir,

SUB: Complaint about misbehavior of your salesman.

I am extremely shocked to write that a reputed store like you has such a rude salesman as Mr. M. n. Patel. Let me tell you my experience at your store yesterday.

I visited your store to buy a vaccum cleaner. I was attended by Mr. M. N. Patel. I asked him to show me different types of vacuum cleaners. He showed them to me and told me the prices. I asked him to demonstrate the use of the vacuum cleaner. While he was demonstrating he began to grumble. I told him to show the use of the vacuum cleaner in detail. Suddenly, he lost him temper and said that customers like me wasted his time. I told him to behave like a salesman and added that it was his duty mumbled something insulting. I could not tolerate h is misbehavior and left the store.

I am writing this letter to you to draw your attention towards your services. This will naturally tell upon your reputation and business. You are one of the most reputed stores in our town and salesman like Mr. M.N. Pate can play havoc with your reputation.

Please take necessary action against Mr. M. N. Patel and see that such things are not repeated in future.

Your faithfully

X.Y.Z.

(6) Reply to the complaints about misbehavior of a salesman.

A TO Z STORE

Vora Bazar,
Rajkot-360001
October 19, 1997.

Mrs. Mrinal Pandey
'Vasant',
Shiv Society
Rajkot-360001

Madam,

SUB: Your complaint misbehavior of our salesman.

We have received your complaint letter dated 15th October, 1997 about the misbehavior of our salesman Mr. M.N. Patel. We are extremely shocked to hear of his behavior.

We always insist on politeness and good manners in business. We regret to learn that our salesman Mr. M.N. Patel misbehaved with you.

We enquired into Mr. Patel's misbehavior and found that your complaint is true. Recently we have several complaints about his misbehavior. We have given him a show-cause notice and we have cautioned him a show-cause notice and we have cautioned him that if he does not change his ways he will lose his job.

Mr. Patel has tendered his written apology and we think that he should be given a fair chance to prove himself a good salesman.

We are sending herewith a copy of Mr. Patel's apology for misbehavior and hope that you will forgive us all. We sure your that no such incident will be repeated in future.

Your faithfully

X.Y.Z.
Manager

Encl: Written Apology.

(7) A letter of complaint about shortage of goods.

MOHAN TEA STORE.

Main Bazar,
SAVAR KUNDLA-364595.
October 10,1997.

Simpson Tea Company,
Subhash Bose Marg,
Calcutta-700001.

Dear Sir,

SUB: Complaint about shortage of goods.

We had placed an order for 50 boxes of tea-powder on September 20,1997. We have received the goods just yesterday. On examination, we found that each box of 20 kg. tea powder contains less tea powder. Each box contains about half a kilogram tea powder less.

This is a very serious thing. It is not a good business for a reputed company like yours. The shortage of goods has led us to the loss of about two thousand rupees. Please enquire soon and find out what caused this shortage.

We also demand the adjustment of loss incurred by us. Please write soon making satisfactory adjustment. We also hope that such a mistake is not repeated in future.

Your faithfully

X.Y.Z.
Partner.

(8) A letter of adjustment to the complaint about shortage of goods.

SIMPSON TEA COMPANY

Subhash Bose Marg,
Calcutta-700001
October 20,1997.

Mohan Tea Store,
Main Bazar,
SAVAR KUNDLA-364595

Dear Sir,

Sub: Your complaint about shortage of goods.

We have received your complaint letter dated 10th October, 1997 about shortage of goods. We are extremely sorry to hear that you have received less tea powder in the tea boxes we have supplied to you.

We made inquiry into your complaint and found that our packing clerk was making this mischief. We have received complaints of similar nature from other buyers also. We consider this a very serious offence and we have decided to sack this clerk for his misbehavior. Of course, we will take final decision after proper hearing from his side.

Meanwhile, we are sending you a credit note for Rs. 2,000/-. We shall adjust the amount of the credit note in your bills later. We express our deep regret and assure you that such a thing will never be repeated in a future.

Please acknowledge the letter and the credit note.

Your faithfully

X.Y.Z.

(9) Complaint about the product not as per the order:

Maharaja Garment House

Sales Officer
Station Road,
Anand-360001
October 1, 2014,

The Sales Officer
Manas Garments Company,
S. N. P. Road,
Vadodara-380001

SUB: Complaint about product received not as per the order.

We have placed an order for readymade garments on September 2014. But the product we have received is not as per the order. As we have stated in the letter, we want these goods to be sold at Diwali festivals. If we do not get the goods the same we have ordered in time, we are likely to suffer heavy losses.

We are shocked to think that you have not even acknowledged or order. Now the days of Diwali festival are drawing nearer. We already have customers asking for fresh stock of readymade garments. If we had received the Proper goods in time, we must have done better business. This mistake of yours has caused us losses in income as well as in reputation.

Now, please send us the goods before October 10, 2014 otherwise we shall be compelled to cancel the order. In future, we shall have to be careful in placing the order with you.

Please let us know the cause of below soon.

Your faithfully

X.Y.Z.
Partner

(10) Reply of above complaint letter:
Manas Garment Company

S. N.P Road,
Vadodara- 380001

Maharaja Garment House,
Station Road,
Anand- 360 00.

Dear Sir,

SUB: Your complaint regarding not received the product as per order.

We have received your complaint letter dated October 1, 2014. We are extremely sorry for that.

We express our sincere apology but will you please allow us to explain the cause of it? In fact the workers of our company were on strike and we had suffered a terrible loss on account of this strike. For the same reason, we have hired some new workers. We could not write to you for the same reason. Now we have come to a satisfactory solution and the workers have resumed their work.

Kindly send the products as soon as possible. We will replace it and will send it to you as soon as possible. We hope that you will still be able to sell goods at the Diwali Season. We are sorry for the loss you have incurred but the circumstances were beyond our control.

In future we will never give you the cause for complaint. We hope that you will forgive us generously and continue business relations. We cannot afford to loss good customers like you.

Please write to us as soon as you receive the goods.

Your faithfully

X.Y.Z.
Sales Officer.

13.3 LET US SUM UP

Through this, the students can learn importance of complaint letter in business communication. However, to write this letter, one should keep in mind that the language should be very polite and it should not be very offensive otherwise it may create negative impression. The tone of the language should be very polite and good so that it will be helpful to maintain good business relationship further. In adjustment letter, the writer should provide proper justification so that the buyers can faith again to the seller for future purpose.

13.4 KEY WORDS

Apologize : to say sorry
Polite : Humble
Intend : Deliberately

13.5 CHECK YOUR PROGRESS

1. Why polite language is important in Complaint Letter?

2. When complaint letter should be written?

3. Why it is important to reply Complaint Letter?

4. What are the important things to write Complaint letter?

5. What are the things to keep in mind while replying of a Complaint letter?

6. Why use of polite language is necessary to write Adjustment letter?

7. Why Seller needs to write Adjustment letter?

8. Why it is necessary to give justification in Adjustment letter?

9. What is the importance of Adjustment letter for the buyer?

10. When Adjustment letter should be written?

UNIT: 14

SALES LETTER

:: STRUCTURE::

14.0 Objective

14.1 Introduction

14.2 Definition

14.2.1 Explanation of Sales Letter

14.2.2 Do's of Sales Letter

14.2.3 Don'ts of Sales Letter

14.3 Specimen of Sales Letter

14.4. Let Us Sum Up

14.5 Key Words

14.6 Check Your Progress

14.7 Books Suggested

14.0 OBJECTIVE

In this unit we shall learn

- **To** promote the sales of a product, a service or an idea.
- To introduces new products in the market more effectively, immediately at a lower cost and in a wider area.
- **To** introduce the salesman to the prospects even before the former has called on them because it reaches them earlier than the salesman and thus keeps them informed for the products.
- **To** aware the customers in selecting the right type of products and also in the better understanding of products and services.

14.1 INTRODUCTION

A sales letter is written to sale a product or service in the market. This letter is used as an advertisement of one's company and creates awareness about one's products available in the market. A general purpose sales letter is written to give information about the types of products, company's website, the person who needs to be contacted for business inquiries, etc.

This type of letter is a good way to make inroads in the market and among customers. The letter is a short brochure to convey the activities, diversification undertaken by the company. The tone of the letter has to be soft and polite. The letter has to be full of how one's company is achieving success and how the customers have played a great role in this achievement.

14.2 DEFINITION

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

14.2.1 Explanation of Sales letter

The main purpose of business correspondence of a business firm is to sell its products or services. Its purpose is to create goodwill and advertise its product. Like a good advertisement a good sales letter compels readers' attention and interest. The sales letter must be focused on overcoming reader's resistance. The well-established formula of a sales letter is as follows.

- (1) It must draw attention of the reader by its originality and vitality.
- (2) It must arouse interest of the reader by relevant description and explanation.
- (3) It must convince the reader how the product is useful to them.
- (4) It must be capable of arousing reader's desire to buy the product.
- (5) Finally, the sales letter must be able to translate the reader's desire into action.

N.H. and S.K. Mager say that the sales letter must have —a start to arouse interest, a chain to hold interest and convince and a hook to obtain the desired result",. They say that sincerity, spontaneity and credibility are also the essential elements of a good sales letter.

14.2.2 Do's of Sales Letter

Let's discuss Do's of Sales Letter

- (A) A Sales letter is written not in reply to the customer's inquiry. It is written as a part of publicity campaign by the seller on his own. Such letters are often neglected by the readers. To draw the attention of the reader, it is necessary to start the letter with some interesting opening line. The first sentence must be able to catch the reader's attention and interest. This can be done by using the following methods.
- (1) By using a striking statement.
 - (2) By using an anecdote or joke.
 - (3) By starting startling facts or figures.
 - (4) By making an offer.
 - (5) By offering a gift.
 - (6) By using 'you are special' approach.

- (B) Make your letter informative and convincing. Explain your readers how your product will be useful to them. Describe the main advantages of your product. Try to convince your readers how your claims are true.
- (C) Modern customers are not gullible. They are intelligent and even sceptic. They want proofs of your claims. Customers can be convinced in various ways.
 - (1) Guarantee and offer for after sales service would certainly convince the customer to buy a product.
 - (2) Free samples may persuade the customers to buy more of the product.
 - (3) Certain articles can be sent for free home trial. If the goods are worth the price the customers would certainly keep the goods.
 - (4) Testimonials from experts or reports of satisfied customers may also help.
 - (5) Reference to reputable user can often influence new buyers.
 - (6) The statistic of satisfied customers can work as a proof of the quality of goods.
 - (7) Description of raw materials in certain cases can convince the buyer of the quality of the product. For example, in recent years 'Ayurvedic' Hair Oil (herbal) has become very popular. Mere reference to ancient Ayurvedic properties may attract many would-be customers.

The ending of a sales letter is as important as the first part. It is here that the reader often turns into a customer. This part may contain a special bargain offer; a time-limitation or short repetition of earlier arguments. Here is a list of few successful endings.

- (1) The letter-writer may draw the attention of the reader that the offer is valid for a specific period only.
 - (2) In the same way, there can be limited stock and the special offer might be valid till the stock lasts.
 - (3) The special offer must be clearly stated in indented form, different coloured ink or in block letters.
 - (4) Special concession or discount must be stated clearly. The time limit to avail of this facility must be clearly mentioned.
 - (5) In the letter, the personal pride of the customer can be appealed to in effective language.
 - (6) To make the responses easier, the order forms with stamped and self-addressed envelopes can be sent.
- It is advisable to make the letter look like personally addressed. If the person is addressed by name, it would certainly influence him and the letter is likely to be read and paid attention to.

14.2.3 Don'ts of Sales Letter

Let's discuss Don'ts of a sales letter.

- (1) Don't be patronizing in your attitude towards the readers. Be sincere and friendly in your approach.
- (2) Don't use stale expression or exaggerated statements.
- (3) Don't claim too much for the product. Never over-state. Exaggeration is not rewarding.
- (4) Convincing understatements can be more useful than high-sounding claims.
- (5) Never ridicule other products. Be positive in your attitude. Show the qualities and advantages of your product without condemning or criticizing the products of other competitive business houses.
- (6) Don't make false promise which you cannot fulfill. Cheating will never help in good business. Honestly always pays.
- (7) Be serious in your approach. Don't treat thing lightly and humorously. Business is a serious affair and it must be taken seriously. Humour may play some part sometimes but it must be used moderately.

14.3 SPECIMEN OF SALES LETTER

SPECIMEN SALES LETTERS

(1) A Sales letter for ' *Slimming programme*'.

SLIMMING CENTRE

Gotri Road,
Vatva
Ahmedabad-382445
October 5, 2018

Dear friend,

Heart disease is killer No. 1 in the world today! One of the reasons of high-blood pressure, coronary diseases, diabetes is obesity. It is a proven fact that the bigger your waistline, the shorter is your life-line. No one likes to be obese as it makes you look ugly and restricts your movements. You often become laughing stock in public.

You too want to shed weight. You have often tried with very little success. Even when you lost a few kilograms, you got it again in a few weeks. Your slimming programme has been haphazard and nerve breaking.

Here is the scientifically proven slimming programme developed by the team of experts which include nutritionists, yogamasters, health-experts and doctors. Our programme has benefitted thousands of people who have got shape again. Our programme does not put you on crash dieting nor on tiring aerobic exercises. It is mixture of well-balanced diet, yogic exercise, few warm ups and relaxed life. Within 6 weeks, you will certainly lose 5 to 6 kilograms. Gradual slimming is always

advisable. At the end of the programme you will feel livelier and more vivacious. Don't you think this is marvelous? It is certainly so.

All you have to do is to mail the order coupon and you will receive our SLIMMING programme by V.P.P. You will pay Rs. 500/- to the postman who brings you this wonderful gift that will change your life for ever.

So hurry up ! It is never too late to mend. We have enclosed a brochure showing some of our obese cases before and after using our slimming programme.

Your faithfully,

XYZ
Sales Officer

Encl : (1) Brochure.
(2) Order Coupon.

(2) A Sales letter for vacuum cleaner.

PERFECT ELECTONICS.

21, Ballard Estate,
Maninagar
Ahmedabad-380008
October 10, 1997.

Hello Madam!

Aren't you tired of cleaning your house with brooms and scrubs? Are you really able to remove dirt and dust from inside the corners of your furniture and audio system? Certain places in your room are bound to be beyond the reach of your broom or scrub. It has been proved that the cleaning with brooms is not effective at the dust flies off and settles elsewhere. So is with scrubbing the floor. Dust becomes wet with water and it is never completely cleaned.

Do you know that your sofa, your mattresses, your TV speakers and audio system also contain a lot of dust? There is an answer to this problem. It is our PERFECT CLEANING SYSTEM-PURUCLEAN VACUUM CLEANER. It has been developed with Indian homes in mind. It has a powerful suction power that sucks all kinds of dirt and dust (almost inviable to your eyes.) It makes your home not only dust-free but bacteria free as germs and bacterial sustain themselves on dust and dirt. It has a big dust to contain a lot of dust. It is easily removable and long cord can help you to move anywhere within the room. There are various attachments to clean different parts of the house. It can clean even the nooks and creaks of the furniture. It can scrub, clean and brush all at the

same time with various attachments. If you clean your house with the vacuum cleaner once in a week, it will leave your house spick and span.

'Puro-clean' is available in two sizes-Big sizes with 2 kg. dust bag and small size with 1 kg dust bag. These are prized at Rs. 5000/-. Be a proud owner of 'Puro-clean' vacuum cleaner and also of a clean home. We enclose a brochure for your reference.

Your faithfully,

XYZ

Encl. : Brochure.

(3) A Sales letter for air-purifier.

MONEX INDUSTRIES.
Subhash Nagar,
New Delhi-110001,

Dear Sir/Madam,

Don't you think your room often has stale air? Big cities are now becoming more and more polluted. The closed rooms tend to stink with human body odor. Less oxygen and odor. Less oxygen and odors of certain kinds are certainly unhygienic. Where is the fresh air people used to breathe in ideal, scenic mountain village? One cannot leave cities forever to get fresh air in the mountains.

We have an answer. You need not leave the cities nor your modern homes. If you are concerned about breathing polluted air, just try 'GENTLE WHISPER'- air purifier. This air purifier is made to suit your needs. It ionizes filters and purifies air. It removes odors of all kinds and spreads pure, gentle air.

These air purifiers are available in different models ranging from Rs. 900/- to Rs. 1200/-. The small ones are suitable for small rooms and big ones are available for bigger rooms. Buy and try these purifiers according to your need and breathe cool, unpolluted mountain air in your own homes. We enclose detailed pictorial brochure for you.

Your faithfully,

XYZ
Sales Officer

Encl.: A pictorial brochure.

(4) A Sales letter for washing machine.

MAHARANI ELECTRONICS

21, C. G. Road,
Ahmedabad-380009,
December 29,2018

Madam,

Hasn't washing always been a boring, tiring work for you? Especially now when you are busy either with a job or some other creative work? Besides, now we have more clothes to wash than in good old time. There are not just dresses but towels, napkins, sofa covers bed sheets etc. to wash.

Times have changed and we must change with it. We have, therefore introduced MAHARANI WASHING MACHINES to solve your all washing problems. It is completely automatic. Once you place the clothes in the wash and press the 'START' button, the machine will tell you how much water and detergent it will need. Now put the detergent and let it work for you.

The other specialties of the machine are:

ONE TOUCH START – It washes while you are busy with other household chores. It has a unique pressure cleaning system which removes even the stubborn dirt without damaging your clothes. There are also additional conveniences like option of delicate and heavy duty wash. It has also a 45 minute soak facility to deal with really dirty clothes.

So, why don't you buy our MAHARANI WASHING MACHINE and keep off your worries about washing? The special discount of Rs. 2500/- is valid upto December 15, 2018. So hurry and place your order.

Yours sincerely,
XYZ
Sales officer.

(5) A sales letter for quilts and mattresses.

PUBJAB INTERIORS

River front road,
Bapunagar-132103.
Dec. 1, 2018.

Dear friend,

It is a fact that we spend one third of our life in sleeping. That is why we can't afford to ignore the quality of our bed, mattresses and pillows. Good sleep is essential for good health.

We have introduced 'COMFORT' feather pillows and quilts for comfortable sleeps. Our product is a hallmark of quality with elegance style and aesthetics. Our feather quilts and feather pillows are soft style and aesthetics. Our feather quilts and feather pillows are soft, comforting and enduring. It is made of 100% imported down feather the best insulator known to mankind.

The casing is made of the finest quality down proof fabrics. It is soft, colourful and durable. It is remarkably resilient and regains fluffiness with just one shake. It wicks off perspiration on its own. Our 'Comfort' quilts and pillows are hygienic, non-allergic and fully sanitized. The most important thing about our quilts and pillows is that they are eco-friendly.

'Comfort' pillows and quilts are available in various colours, designs and prints. The prices range from Rs. 300/- to Rs. 500/- for pillows and discount is open till 5th January 1998. You can be a proud owner of our 'COMFORT' quilts and pillows and get wonderful sleeping experience. We enclose our detailed brochure.

Yours sincerely,

XYZ
Sales Manager.

Encl : A brochure.

14.4 LET US SUM UP

Through this letter, any organization can create good impression on their customer. They can inform them well in advance regarding any order and by informing this they can book order from the customer in advance. This is one the most important tools for the marketing of any

product which will be helpful to create long lasting impression in the mind of customers.

14.5. KEY WORDS

Goodwill : Creating good impression
Household chores : house hold works

14.6 CHECK YOUR PROGRESS

1. What is importance of Sales letters?

2. Why Sales letter is written?

3. What are the things to keep in mind while writing a Sales letter?

4. Which kind of language is used to write Sales letter?

5. What impression Sales letter creates on the mind of customer?

Choose the correct options from given below

1. Sales letter starts with
 - A An easy and effective way
 - B An attention getting device
 - C smooth story
 - D buffer
2. Sales letter is written for the purpose of
 - A to sell something
 - B to buy something
 - C To order something
 - D to inquire something
3. language of the Sales letter should be
 - A Creative
 - B Complicated
 - C Confusing
 - D Negative
4. This letter is used as an
 - A Advertisement
 - B Medium
 - C Product
 - D communicator
5. Sales Letter includes
 - A advertise of the products
 - B order of the products
 - C complaint of the products
 - D Adjustment of the products

Write business letters for following Products

1. Package Tour (Organizer writing to Prospective tourists)
2. Car
3. A.C
4. Educational Institute
5. Restaurant- free home delivery services

14.7 BOOKS SUGGESTED

1. Business English: A complete Guide for all Business Communication by Prem P Bhalla (2016)
2. Speak Better Write Better by Norman Lewis (2011)
3. Art of Writing Business Letters by N. Sundararajan

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યુનિવર્સિટી ગીત

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

સ્વાધ્યાય: પરમં તપ:

શિક્ષણ, સંસ્કૃતિ, સદ્ભાવ, દિવ્યબોધનું ધામ
ડૉ. બાબાસાહેબ આંબેડકર ઓપન યુનિવર્સિટી નામ;
સૌને સૌની પાંખ મળે, ને સૌને સૌનું આભ,
દશે દિશામાં સ્મિત વહે હો દશે દિશે શુભ-લાભ.

અભણ રહી અજ્ઞાનના શાને, અંધકારને પીવો ?
કહે બુદ્ધ આંબેડકર કહે, તું થા તારો દીવો;
શારદીય અજવાળા પહોંચ્યાં ગુર્જર ગામે ગામ
ધ્રુવ તારકની જેમ ઝળહળે એકલવ્યની શાન.

સરસ્વતીના મયૂર તમારે ફળિયે આવી ગહેકે
અંધકારને હડસેલીને ઉજાસના ફૂલ મહેકે;
બંધન નહીં કો સ્થાન સમયના જવું ન ઘરથી દૂર
ઘર આવી મા હરે શારદા દૈન્ય તિમિરના પૂર.

સંસ્કારોની સુગંધ મહેકે, મન મંદિરને ધામે
સુખની ટપાલ પહોંચે સૌને પોતાને સરનામે;
સમાજ કેરે દરિયે હાંકી શિક્ષણ કેરું વહાણ,
આવો કરીયે આપણ સૌ
ભવ્ય રાષ્ટ્ર નિર્માણ...
દિવ્ય રાષ્ટ્ર નિર્માણ...
ભવ્ય રાષ્ટ્ર નિર્માણ

