

[UNIT IV - FORMAL WRITING SKILLS]

WRITING BUSINESS LETTER

LAYOUT OF A BUSINESS LETTER.

Depending on the organization's culture, letters can be written in different formats and styles. The commonly used formats are:

- (a) Full block format
- (b) Modified block format
- (c) Semi-block format.

Full Block Format :

- * It is called "full block form" because the inside address, the salutation and the paragraphs of the letter are arranged in blocks without indentation.
- * Every part of the letter begins from the left hand margin.
- * They are separated from each other by double spacing.
- * At the line-ends in the inside address, the signature block and formal close there are no commas.

- DATE _____
1. Heading Letter head
ABC Corporation
1, MG. Road.
2. Date 2nd Feb, 2020.
3. Reference Ref GK-2.
4. Inside address M/c. LMN and Sons
1250 Central Avenue
Nagpur 440 002.
5. Attention line Attention Shri S.P. Gupta.
6. Salutation Dear Sir/Madam
7. Subject line Subject - Supply of
Raincoats and Umbrellas
8. Body
9. Complimentary close Yours Sincerely
10. Signature block XXX

Date _____

FULL BLOCK FORMAT

(Saathi)

Letterhead

Return Address

Date (Month, Day, Year)

Inside Address

Mr/Ms/ Dr (Full name of receiver)

Title/ position

Company Name

Salutation: Dear Mr/Ms. last name

Sub - Title of Subject

Body Paragraph 1

Body Paragraph 2

Body Paragraph - 3

complementary close (sincerely)

Signature block

Sender's name

Enclosures

Reference Initials

- (i) **Return address**: It helps the receiver know where the letter has come from and whom to reply.
- (ii) **Dateline**: It is written below the return address.
- (iii) **Inside address**: The receiver's address mentioning his/her name, title and company name is given.
- (iv) **Salutation**: Salutation like - Dear Ms/Mrs/Mr 'to whom it may concern'.
- (v) **Subject line**: It makes it easier for the receiver to know what the letter is about.
- (vi) **Body of the letter**: Paragraphs should be single-spaced with a line space between each paragraph.
- (vii) **Complementary close**: Your letter may end with complementary terms like 'Sincerely', 'Thank you'.
- (viii) **Signature block**: A business letter is usually signed with a pen.
- (ix) **Printed name**: Below the signature block there can be a printed version of the sender's name.
- (x) **Enclosure**: If there is more than one, you would type 'Enclosures #' with the

'#' denoting the number of other document enclosed, not counting the letter itself.

Reference initials :- It is mentioned if someone other than the sender typed letter.

Date **MODIFIED BLOCK FORMAT**

In this format, your return address, dateline, complimentary close, signature block, and printed name are all indented to the right half of the page. Punctuation marks are added to the inside address. Salutation and Compliments

Letter head

Return Address

Date line (M-D-Y)

Mr/Mrs/Dr full name of Receiver

Title/position of Receiver

Address

Dear Mr/Mrs/Mx Last name

Subject - Title of Subject

Body Paragraph 1

Paragraph 2

Paragraph 3

Closing (Sincerely:-)

Signature

Sender's name (Printed)

Sender's Title

Enclosures (2)

Reference (If required)
Initials

Date

SEMI BLOCK (INDENTED) FORMAT.

In this format, your address, the date (on either the left or the right side), the closing, signature, and printed name are all indented to the right half of the page. The indentation of the first line of each paragraph is the only difference between the semi block and the modified block formats.

Letter head

Return Address
Date (M-d-y)

Mr/Mrs/Dr. Full name of receiver
Title / position of receiver
Company name.

Address line

Dear Mr/Mrs/Ms last name.

Subject - Title of subject

Body Paragraph 1
Paragraph 2
Paragraph 3

Closing (sincerely...)
Signature
Sender's name (Printed)
Sender's Title

Enclosures
Typist Initials.

LETTER OF ENQUIRY:

Features:

1. It should be clear, precise and complete.
2. It should give a detailed description of the goods/services intended to be purchased.
3. A catalogue and price list may be requested.
4. The terms and conditions, mode of payment should be mentioned clearly.
5. Must be authentic and duly signed by a competent authority.

Samples of a letter of Enquiry.

saathi

Moksha & Brothers Pvt Ltd.
102, M.A. Road, Mumbai 400 007
Tel: xxx xxx FAX:

Moksha & Brothers Pvt Ltd.
102, M.A. Road
Mumbai 400 007.

22 Feb 2020
Ref No - YT/269

Asia Brothers & Sons
12, Station Road.
Sri Lanka.

Subject :- Supply of raincoats and umbrellas

Dear Sir

We understand that you are distributors of raincoat and umbrellas of reputed companies. We deal in these goods and shall be glad to have your catalogue for them.

If your terms of sales are found suitable, we can offer you business worth INR 2,00,00,000 to 30,00,000 (20 Lacs - 30 Lacs) in the coming season. We shall be happy to receive an early reply.

Yours faithfully

XXXXX

Mohan Sharma
Manager - Sales.

Date

Another Sample Enquiry Letter

Saathi

Amit Brothers Cloth Merchants
234 Cloth Market, Mumbai
Tel: xxxxx xxx Fax: xxx xxx

Amit Brothers Cloth Merchants
234 Cloth Market
Mumbai
India.

24 Feb 2020
Ref - RDY/712

Sub - Pattern Book and Price List

Alia Brothers and Sons
12, Station Road
Colombo, Ceylon

Dear Sirs,

Kindly send us the latest pattern book of your cotton products, together with your revised price list.

Thanking You
Yours faithfully,
xxxxxx

M. Sharma
Manager - Sales.

Placing an order

Features :

1. It should give detail descriptions of the products for which the order is placed.
2. It should mention the precise specifics such as size, model, kind, make, quality, and quantity of the products for which the order is placed.
3. It should clearly mention the price of each item as indicated in the pricelist.
4. It should mention the place and time of delivery.
5. It should clearly mention the means of transport - by road, by train, by sea or by air - to be used for the supply of the goods.

Date

Sample letter (Placing an order)

Goodwill Student Book Store

Nai Sadak, Delhi 110 006

Tel: xxx xxx Fax: xxx xxx

Goodwill Student Book Store

Nai Sadak

Delhi 110 006

15th Mar. 2020

Ref: SBO/41

Gialgotia Publishing House

Korol Bagh, New Delhi-110 005

Dear Sir

Please send us the following books at your earliest.

Byron E.M.L. Series - 30 copies

Shelley E.M.L. Series - 20 copies

Essays by Addison - 25 copies

Odes by Keats - 10 copies

Music at Night by

Aldus Huxley - 25 copies

Skeptical Essays by

Bertrand Russell - 10 copies.

Thanking you.

Yours faithfully

xxx

B. Mehara

Proprietor.

Date _____

Order Execution order.

(Saathi)

The letter through which the seller informs the customer that the ordered goods have been delivered is called order execution letter. Whether the order is accepted or rejected, the seller must inform it to the customer. When the seller accepts the order and delivers the ordered items, he writes the order execution letter.

Features:

1. Reference number of order letter with date.
2. Name, brand and quality of products.
3. Quantity of products.
4. Date of delivery of goods.
5. Expected date of reaching goods to the buyer's address.
6. Nature of packing of goods.
7. Transportation used for delivery.
8. Total price, expected date and mode of payment.

Date

Specimen of order execution letter

M.H. Publications (Pvt.) Ltd
38 Bangla Bazar, 2nd Floor, Dhaka.

M.H. Publications (Pvt.) Ltd
38, Bangla Bazar,
2nd Floor, Dhaka.

18th March 2020
Ref no: SBO/4/124

Md John
Librarian
Bangladesh, Dhaka

Sub:- Supply of books

Dear Sir

Thank you for your order. Your order dated 18th March, was shipped via Federal express Bangladesh, Ltd. It will arrive within four days. A copy of Invoice is enclosed herewith. Payment of bill by the accepted terms and conditions will be appreciated.

Yours Faithfully,

XXXXX

S. Malhotra
Managing Director.

Date

Letter Of Complaint

Features :

1. It should be clear, precise, complete.
2. They should give detailed descriptions of the damaged or incorrect goods delivered.
3. They should be prompt and sent immediately after the receipt of damaged products.
4. They must be signed by an authorized person.

Once the consignment is received by the purchasing party, it is checked to ensure that it is exactly according to the order placed. In case any discrepancy is found, the purchaser must write complaint letter to the selling party.

Date

A Sample Complaint Letter.

Saathi

Oriental Carpets
1/6 West. Patel Nagar, New Delhi
Tel. xxx xxx Fax. xxx xxx

Oriental Carpets
1/6 West. Patel Nagar
New Delhi

16th Feb 2020

M/s Rehmat Ali & Sons
Naya Bazar
Agra

Dear Sir

Sub - Damaged goods received.

Today we unpacked the goods sent by you against our order no 38/12/UCD dated 15th Dec 2019 and your invoice no 320 dated 6th Feb 2020.

We regret to bring your notice that items no 3, 12 and 16 are not according to your samples. So sorry to say that packing was so defective. It will not be possible for us to sell them.

Awaiting an expeditious response

Thanking you

Yours faithfully

xxxxxx

N. Sharma
Manager - Sales,

Date

Cancellation of an Order

साथी

After the receipt of an order letter from the buying party, the selling party responds to it either with an acceptance letter or a cancellation, depending on the situation.

A Cancellation letter is sent by the selling party to the purchaser when it fails to comply with the terms and conditions of the order due to non-availability of the raw material or due to some untoward incidents like workers' strikes, the death of an owner, landslides, floods, earthquakes.

Features :

1. The language of a Cancellation letter should be mild, polite, humble and apologetic.
2. It should mention a valid reason for cancelling the order.
3. It should thank the sender of the order letter for considering doing business with the seller.

Date

Sample of a Cancellation Letter

Saathi

Ganga Ram Publishing House
Karek Bagh, New Delhi-110005
Tel: xxx xxx Fax: xxx xxx

Goodwill Student Bookstore
Nai Sadak
Delhi - 110 006

27 March 2020
Ref no - OC/4/51

Dear Sirs,

Subject: Inability to execute order.

We thank you for placing your order, Ref:
CB0/4/124, dated 23 March 2020 with us.

However, we regret to inform you that we
are unable to execute your order as the books
in question are out of stock at present.
We expect to receive our consignment by
the end of this month.

We shall feel obliged if you authorize us to send
the books by the first week of next month.

Thanking you.

Yours faithfully

xxx

B. Ahuja
Manager-Sales

Date _____

JOB APPLICATION AND CV.

Saathi

While writing the job application letter, keep this in mind:

Features:

1. Make it neat and attractive.
2. Address it to the correct authority - Personnel Manager, M.D., Principal / Director.
3. Keep the letter short.
4. Make sure that you have all the necessary qualifications for the job.
5. Enclose all testimonials that are required to make up your case. Don't submit original.
6. If there is an application fee, enclose it in the form required, e.g. draft, postal order, etc.

Three numbers of Supervisors are
required for a construction firm
having a diploma in civil engineering
with minimum 02 years of experience
in construction supervision. Apply with
C.V. within 10 days of publication of
this advertisement.

Advt. NO- 13-06-243E

Date - 30-02-2020

Sd/

Manager, HRD
Simuli Constructions
12, New Area,
Salt Lake, Kolkata.

Now prepare your C.V for the said post and
draft a job application.

Ans

XYZ
Ramesh Ghosh
Kalpana Square,
BBLR, 3rd Nov, 2019.

The Manager, HR
Simuli Constructions
12, New Area.
Salt Lake, Kolkata.

Dt- 3rd Nov. 2019.

Date ____/____/____

Saathi

Sub :- Application for the post of Supervisor.

Respected Sir

With reference to your advertisement in the news paper. 30-02-2020. I want to apply for the post of Supervisor. I possess the requisite qualification required for the said post. The enclosed bio-data will clarify my work experience as well as education and qualification for the said post.

Please be good and kind enough to consider my case for the post of Supervisor. I shall remain grateful to you and obliged.

Yours faithfully

XXXX XXXX

[P.T.O.]

Date

BIO-DATA

Signature

1. Full Name
2. Father's Name
3. Date of Birth
4. Sex
5. Marital Status
6. Address (Permanent), Email,
7. Corresponding Address
8. Educational qualifications
9. Experience
10. Hobbies
11. Language known :-
Contact No. xxxxxxxx
12. Declaration : I do hereby declared that the above statement are true and correct to the best of my knowledge and belief.

Place -

Date -

Full Signature of the
Candidate.

Date

Application For the post of Junior Engineer.

XYZ

8/4, Ram Nagar,
Chennai, 600 091

8th Mar. 2020.

The Human Resource Manager.

Visteon Technologies.

Gandhi Nagar, Adyar.

Chennai - 600 025.

Sir/Madam.

Sub - Application for the post of Junior Engineer.

With Reference to your advertisement in "The Hindu" dated on 1st Mar 2020. I wish to submit my application for the post of Junior Engineer in your esteemed concern and likely to be considered for this post.

I am a BE graduate in Electronics and Communication Engineering from ABC College of Engineering Chennai. I have secured 80% aggregate in engineering. I am optimistic and possess good communication skills. I strongly believe working for a creative and challenging company like

Date

you are that would make me constantly learn
and contribute to the company's growth.

I am enclosing my resume. for your
kind perusal. Looking forward for your
reply.

Thanking you.

Yours faithfully
(XYZ)

Date _____

CV [CURRICULUM VITAE]

Saathi

ADDRESS & CONTACT DETAILS

Ref. _____

XYZ

C/VI/24, Railway Colony
Jabalpur . 400 035

Tel - xxx xxx



APPLY FOR -

PERSONAL INFORMATION .

SURNAME

FIRST NAME

DOB

NATIONALITY

GENDER

HOME LANGUAGE

OTHER LANGUAGE

MARITAL STATUS

E-mail

At _____

EDUCATIONAL QUALIFICATION.

LAST COLLEGE ATTENDED

YEAR COMPLETED

SUBJECTS #

ADDITIONAL QUALIFICATION / TRAINING .