

II B.Com

BUSINESS COMMUNICATION

Code No. 18K3COA03

Presented By

Dr.S.Ezhil Raji,

Assistant Professor,

Department of Commerce,

K.N. Govt. Arts College for Women (A),

Thanjavur 613 007

UNIT III

COLLECTION LETTERS

Collection letters are written when you have to recover/collect your dues from a customer, for the goods or services given on credit.

Guidelines for Writing Collection Letters

1. Tact and restraint
2. Polite tone
3. Show understanding of the customer's problems
4. Progressive steps in writing a series of collection letters.

First Stage Collection Letters

At this stage the letter is a formal one.

Even printed form letter can be used.

Second reminder or Firm Reminder

If the first collection letter does not bring in the payment after a due wait, a second letter is sent in about 15-20 days.

Last Resort Letter or Final Collection Letter

1. Record the past efforts for collection.
2. Offer one more chance to pay.
3. Mention the legal action
4. Set a deadline for payment.

23rd November 2017

Dear Sir/Madam

Sub: Final reminder to pay over dues.

We refer to our communications to you dated andrequesting you to pay your dues under invoice no.... dated.... We regret to find that the dues remain outstanding.

In the past we had regular payments from you, hence we chose to remind you and wait for these payments. The continued non-payment leaves us little option but to ask our lawyers to handle the matter.

However, as a matter of further concession, we now request you to settle the account by 10th January 2018 and conclude the matter satisfactorily.

Yours faithfully,

TIPS FOR WRITING AN JOB APPLICATIONS LETTER

1. Make it neat and attractive.
2. Good quality paper and neat
3. Clear typing
4. Address it to the correct authority.
5. Keep the letter short.
6. Keep an open mind.
7. Make sure necessary qualifications for the job.
8. Ask for an interview.
9. Enclose all testimonials.
10. Application fee.
11. **Some don'ts**
 - a. Don't beg for a job.
 - b. Don't boast (blow your own horn).
 - c. Don't exaggerate or make false claims.
 - d. Don't write on both sides of paper.
 - e. Don't blame your existing employer.
 - f. Don't ask for job on account of financial need but on merits.

Job Application Covering Letter

Mr.Raj,
No.6, Kamala Avenue,
Thanjavur-5.
Cell:

16th December 2017.

The General Manager
TVS Motors,
Hosur-2.

Respected Sir,

I refer to your advertisement in today's (16.12.2017) Deccan chronicle and wish to apply for the post of Customer Care Officer. As you can see from my attached CV, I am well qualified for the post, with a first class at graduation and two years' experience in sales.

I hope you will grant me the opportunity of an interview where you may know me better. I trust I can do proper justice to the job in case I am selected.

Yours faithfully,

(RAJ)

Encl: CV.

TIPS FOR WRITING YOUR CV (Biodata, Resume)

1. Make it traditional or modern depending on how the employer may like it.
2. Latest qualification first and go backward in time.
3. List out your scholarships, awards, titles, etc.
4. Mention your interests and strengths.
5. Give all information under suitable headings.
6. **Various Options**
 - a. Do give your name, date of birth, marital status, educational qualifications, job experience, medals, interests, references etc.
 - b. State your OBJECTIVE
 - c. Write a profile of your main qualifications and qualities.
7. Various kinds of jobs.
8. References.
9. Biodata sheet attractive.
10. Avoid handwritten additions to a typed sheet.

Dr.S.Ezhil Raji, M.Com. M.Phil., Ph.D,

11. To present yourself with full force.
12. All qualitative comments about yourself.

Circular Letter:

- Circular letters are the cycle of business dealings.
- A circular is a comm.. Meant to convey information of business from to customers, business friends etc.

Advantages:

1. Less expenses
2. Any number of letter
3. To a certain extent the personal meet of the sales agents can be substituted
4. The recipient, the sales agent and so the agent need not wait to have an appointment.

Objectives of circular letter:

1. To obtain publicity for a merchandise.
2. To impress the readers with the facts about the firm and the products
3. To make the readers more interested in their contents
4. To attain the confidence of the readers
5. To Stimulate sales.

Occasions for sending out circular letter:

1. Establishment of a new business or extension or closing down of an existing business.
2. Removal of a business to new premises.
3. Sale and / or purchase of a business
4. Adding a new Department or closing and existing dept.
5. Appointment of a new manager and / or removal, resignation or retirement the old manager.
6. Changes of representatives of traveling salesmen.
7. Conversion of partnership into a company.
8. Taking a new partner and / or retirement, resignation or death of partner.
9. Conversion of a proprietorship concern into a partnership or dissolution of partnership.
10. Amalgamation with another business.
7. Inviting tenders, sale or scrap.
8. Public issue of shares, debentures, etc.
9. Appointment of dealers and distributors.

**CIRCULAR LETTER ANNOUNCING
THE ESTABLISHMENT OF A NEW BUSINESS
RAJASHREE AGENCIES,**

Lawrence Road,
Cuddalore – 607 002.

Dear Sir or Madam:

It gives us great pleasure to inform you that we have commenced business today as distributors of PRITHVI LPG Cylinders under the name and style of

RAJASHREE AGENCIES

At 30, Lawrence Road, Cuddalore-607 002.

Our Telephone Number is 222222.

We have two decades of experience in this line of business at Pondicherry and this will enable us to serve your needs efficiently.

Yours truly,
S.Raman
Manager.

SALES LETTERS

A sales letter is a type of personalized advertising right into the customer's house.

Drafting a Sales Letter on the Principles of AIDA

1. Attracting attention
2. Create desire
3. Arouse interest
4. Induce action.

UNIT IV AGENCY AND CORRESPONDENCE

AGENCY CORRESPONDENCE

Meaning of agency correspondence

An agent is one who is appointed to act for another. The person who appoints the agent is known as the principal. The agreement between them is known as the agency agreement.

Kinds of Agents:

1. Commission Agents
2. Declared Agents
3. Factors
4. Brokers
5. Auctioneers
6. Clearing and forwarding agents
7. Underwriters
8. Warehouse Keepers

AGENCY CORRESPONDENCE**From :**

The Sender's Name,
Door Number and Street's Name,
Area Name,
City.
Postal Code : XXXXXXXX
Phone Number : 0000 - 123456789
E-mail ID : sendersname@companywebsite.com

Date :

Reference :

TO :

Addressee's Name,
Designation,
The Company's Name,
Full Address with Phone Number.

Subject :

Dear _____,

We have come to know from M/s Gupta & Co., Delhi that you have no representative of your mills in eastern Uttar Pradesh.

We are the reputed wholesale dealers of 'Vanaspati' 'Mustard oil'. Our firm is in the market for a very long time and we are the sole agents of Quality Oil Mills Ltd., Delhi and M/s Sarah Oil Works, Kaptur. We have been supplying vegetable products to many cities of eastern U.P. We also have our branches at Gasper and Gorakhpur.

We are confident that M/s Gupta & Co., of Delhi and the State Bank of India, Shahabad will speak of our financial position, business dealings and integrity. Kindly apprise us of your terms and conditions, if you decide to appoint us your sole agents.

Awaiting an early reply.

Thanking you.

Yours Sincerely,
(The Sender's Signature)
The Sender's Name

Enc :

Dr.S.Ezhil Raji, M.Com. M.Phil., Ph.D,

LETTERS RELATING TO AGENCY

BANK CORRESPONDENCE.

A Bank's Letters to Customers

1. Courtesy and tact need to be shown.
2. Clear, giving good reasons.
3. To be customer-friendly in your use of language.
4. Effort to bring the customer closer to the bank.
5. In dealing with customer complaints, receiving serious attention.
6. Services offered by banks.

CORRESPONDENCE RELATING TO EXPORTS AND IMPORTS

When goods are shipped from one country to another, it creates an altogether different trading situation, with the parties often situated wide apart and working under different laws.

Export Procedure

1. Preliminaries – obtaining BIN (Business Identification Number) & IEC (Importer-Exporter Code) number, and registration with promotion councils.
2. Offer of goods and receipt of confirmed orders.
3. Production and clearance of the products for exports.
4. Shipment
5. Negotiation of documents and realization of export proceeds
6. Obtaining various export incentives.

Import Procedure

1. Preliminaries – to obtain licence
2. Enquiring and placing the indent
3. Obtaining foreign exchange
4. Arranging for payment to seller – opening of letter of credit
5. Payment of customs duties and taking delivery of goods.

Some of the terms frequently used in L/C Transactions

1. Bill of Exchange (B/E) or draft.
2. CIF – Cost, Insurance and Freight
3. C&F – Cost and Freight
4. FOB – Free On Board
5. Ex-ship – all charges after the ship reaches the shore are to be paid by the importer.
6. Bill of entry – a form used by the importer to declare the information regarding the goods entering the port.

7. Bill of lading – a document of title to the goods that are shipped.
8. Insurance policy
9. Invoice – the document giving full details of goods shipped, their price etc.
10. Certificate of origin – country of production.
11. Shipping advice – exporter's letter to the importer advising.
12. Indent – Order placed by an importer of goods from overseas.
13. Indent house – agent or middleman in the importing of goods.

UNIT V

BUSINESS REPORT

“A business report is an orderly presentation of facts about specific business activity or programme”.

Objectives of Reports / Importance of Reports

1. To help the management in decision making
2. To have future reference
3. To provide information to various parties
4. To have effective control
5. To make an optimum use of the funds
6. To increase the efficiency of the business
7. Diversification and expansion

Qualities of a Good Report

1. Dear Sir
2. Brief title
3. Contain a table
4. Clear object
5. It is reliable
6. Free from clumsy (ungainly).

Types of Business Report

A. On the basis of legal formalities to be complied with

1. Formal reports
2. Informal reports

B. On the basis of persons entrusted with the preparation of report.

1. Reports by individuals
2. Reports by committees.

C. On the basis of nature of reports

1. Periodic reports
2. Progress reports
3. Examination reports
4. Recommendation report
5. Statistical reports

Elements of Structure

1. Arrange the facts in a logical manner
2. Analyze them
3. Bring out the inferences
4. Recommend a course of action.

Good style of Business Report Writing

1. Use of concrete and objective words.
2. Time to be technical and time to be non-technical
3. Use of active voice
4. Making it readable
5. Precision
6. Conciseness
7. Plainness
8. Avoiding foreign words.

How to Write a Report

1. Pre-writing
2. Actual writing
3. Revision and rewriting.

PRESS REPORT

To keep the public or a target section of it properly informed about a company's activities, especially those of news value, it has to issue timely press releases.

Nature of a Press Release

1. It's given company's letterhead
2. Accurate, official information
3. Skilled writers or ad agencies are employed for writing press releases.
4. To promote a product
5. It supported by signed documents, statements.
6. Good coverage

Functions of a Press Release

1. Mass information
2. Remove misinformation
3. Reportorial third party (news paper)
4. Facts
5. Times of strike, accident etc.
6. Prompt and accurate

Composing and Delivering Press Releases

1. Prompt
2. Mass media
3. It's caption
4. A good hand line
5. Free from errors.
6. Sense of values.
7. Delayed press release serve no function
8. Two part – a) requesting to publish b) release
9. Effective language

MARKET REPORTS

“A market report is the publication of records of business transactions over a specified period.”

Importance of Market Reports

1. Informs market condition
2. Helps in taking decisions
3. Helps in preparing plans
4. Helps in buying and selling of goods
5. Gaining knowledge on demand and supply of products
6. Expansion of market
7. Passive publicity of products
8. Knowing the causes of price fluctuation
9. Helps in speculation
10. Forecasting the probable recession and boom
11. Gaining knowledge on produce exchange and stock exchange
12. Helps in foreign trade
13. Helps in determining the price

Types of Market Report



Elements of Market Report

1. Name of the product
2. Place of market
3. Date and time of preparing the report
4. Date of publication of the report
5. Volume of transaction
6. Nature of transactions
7. Price level
8. Reasons of variations in price
9. Nature of demand and supply
10. Terms of delivery
11. Mode of payment
12. Business or market trend
13. Comment of the reporter
14. Date and signature of the reporter

SPEECH WRITING OR PRESENTATION SKILLS OR PUBLIC SPEAKING

What is Presentation?

A presentation is a form of public speaking and sometimes the two terms are interchanged.

Elements of a Presentation

1. Confidence
2. Sincerity
3. Mastery of the Subject
4. A friendly feeling for the audience

Designing your Presentation

1. Introduction
2. Body
3. Conclusion

A Brief about Sales Presentations

1. Study the product technically
2. Competitors
3. Consumer benefit
4. Reliability
5. Easy to use
6. Easy to buy and maintain
7. Protect consumer ego
8. Simple language
9. Avoid humor
10. Eye contact
11. Offer a trial
12. Collect orders on the spot

Tips for an Effective Presentation

1. Know your audience and the occasion
2. Getting ready the text and visual aids, models etc.
3. Suit your dress and appearance to the occasion
 - a. A comfortable posture
 - b. Eye contact
 - c. Graceful movements
 - d. A pleasant expression

- e. Mastery over the voice
 - f. Pauses also speak
 - g. Energetic appearance
 - h. React to the audience mood
4. Practicing your talk
- a. Reading the text or word
 - b. Talking to a wall, a mirror or alone in your room
 - c. Rehearsing your speech
 - d. Speaking on the occasion

Public Speaking

Every business leader or manager has to learn the art of public speaking. In modern business setup, one generally spends more of one's communicative time speaking than writing.

While public speaking is the conventional term for talking to a group of people formally, the modern usage has brought in the word presentation.

Distinction between a speech and presentation

Speech	Presentation
<ul style="list-style-type: none"> 1. Audience is generally large 2. The occasion is light. 3. It is made at anniversary, inauguration etc. 4. The purpose is to congratulate, entertain etc. 5. There are no question-answers 	<ul style="list-style-type: none"> 1. Audience is compact. 2. The occasion is serious and purposeful. 3. It is made at a conference, seminar or business meeting. 4. The purpose is to inform, explain, present one's side. 5. It is followed by questions.

PRECIS WRITING

Précis enables you to convey the sense of a given passage in brief, saving the reader's time.

Uses of Precis

1. Lot of information in limited space and time
2. Reduce message
3. Retains the main ideas
4. Avoids the repetition
5. Giving the gist of the original writing

How to Write a Precis

1. One-third of the number of words.
2. **Three stages**
 - a) **Pre-writing**
 - i. Read & locate main ideas
 - j. Understand
 - k. Underline
 - l. Pay attention what author stressed
 - m. Note important details
 - n. Ignore quotations
 - o. Re-read
 - b) **Actual writing**
 - i. Alternative lines – five/six words per line
 - ii. Arrange
 - iii. Think of a heading
 - iv. Own words
 - v. Do not use abbreviations
 - vi. Do not add ideas of your own
 - vii. Do not criticize the author's ideas
 - c) **Post-writing, i.e. revision**
 - i. Write the important ideas
 - ii. Maintain continuity
 - iii. Correct the mistakes
 - iv. Adjust within the word limit.

BOOKS FOR REFERENCE

- ❖ Rajender Paul & Korlahalli: Essential of Business Communication, Sultan chand & Sons, New Delhi.
- ❖ R.S.N. Pillai & Bhagavathi: Commercial Correspondence and Office management, S.Chand & Co. New Delhi.
- ❖ S.Kathiresan & Dr.V.Radha: Business Communication, Prasana Publications, Chennai.