

BUSINESS COMMUNICATION

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INTRODUCTION OF COMMUNICATION

- ❖ Communication is defines as “the process of passing information & understanding from one person to another person, its essentially a bridge of meaning between people”
- ❖ Communication is most important of our social activities & business activities.

MEANING OF COMMUNICATION

- ❖ The term communication is derived from the LATIN word “**communis**” or “**communicare**” which means “**TO SHARE**”.
- ❖ Communication is a process of exchanging information, ideas, though speech, signals, writing, behaviours etc...,
- ❖ Communication is two way process to sharing of ideas & feelings in a mood of mutual understanding.

DEFINITION OF COMMUNICATION

- ❖ George Terry: “Communication is an exchange of facts, ideas, opinions of emotions by two or more person.
- ❖ Definition given in the Oxford English Dictionary: “Communication is the action of conveying or exchanging information & ideas.
- ❖ Berlo tried to explain communication as S-R model of SENDR-RECEIVER model, where sender stands for STIMULUS & receiver stands for RESPONSE.
- ❖ And one more model is S-L its SPEAKER & LISTENER

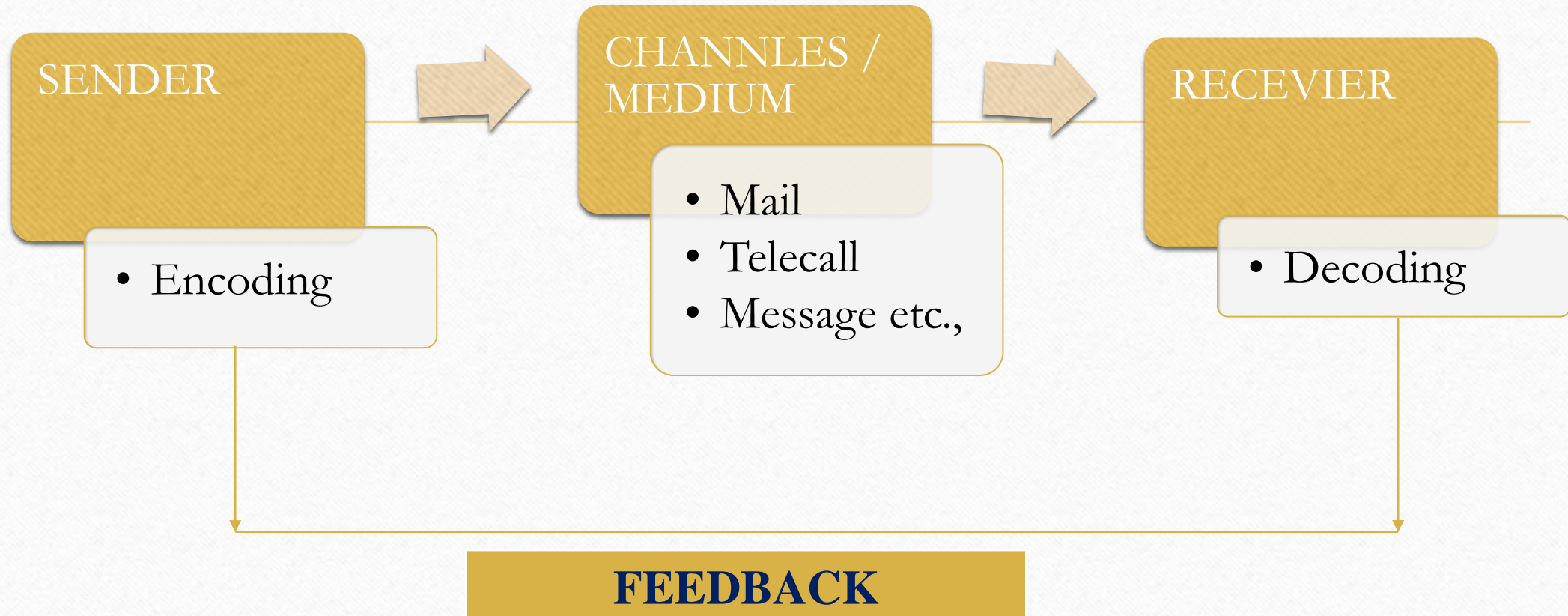
WHAT IS BUSINESS COMMUNICATION?

- ❖ Business Communication refers to the communication relating to business activity which means providing goods and services to the consumers with a view to earning profit.
- ❖ It is a process through which information, facts, ideas, orders, advices, decisions, etc. are conveyed, sent or exchanged between/among the persons regarding business-related functions & associated with business.
- ❖ Thus, Communication relating to trade, law, Finance, administration, management, etc. of a business enterprise may be termed as 'Business Communication'.

DEFINATION OF BUSINESS COMMUNICATION

- ❖ In the opinion of **Prof. W.H.** meaning, “The exchange of ideas, news and views in connection with the business among the related parties is called business communication.”
- ❖ According to Herbert Simon “ Without communication there can be no organizations, for there is no possibility then of group influencing the behavior of the individual.

PROCESS OF COMMUNICATION

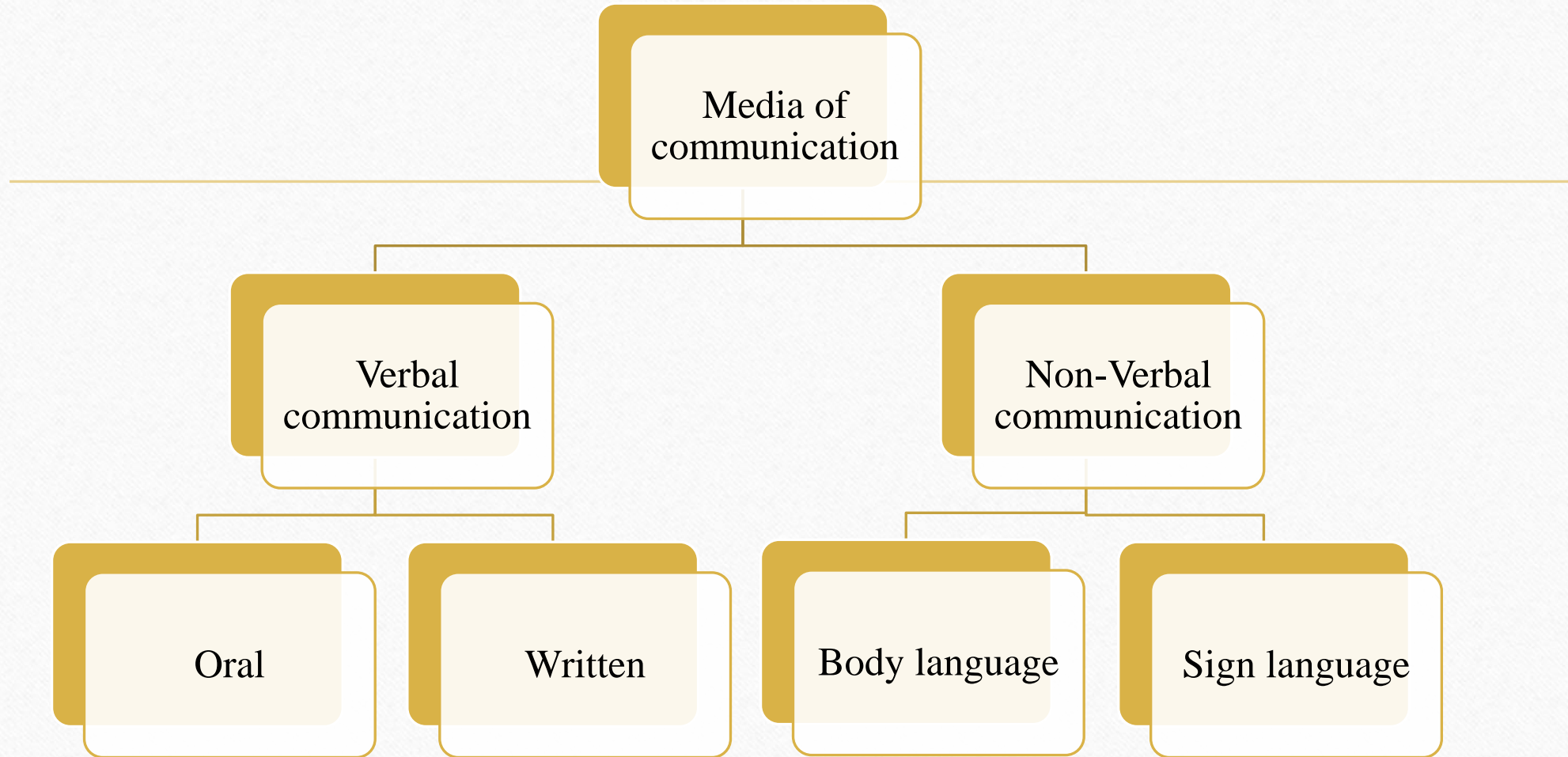


ELEMENTS OF COMMUNICATION

- ❖ **SENDER (COMMUNICATOR):** Person who send a message (may be a writer, speaker or actor)

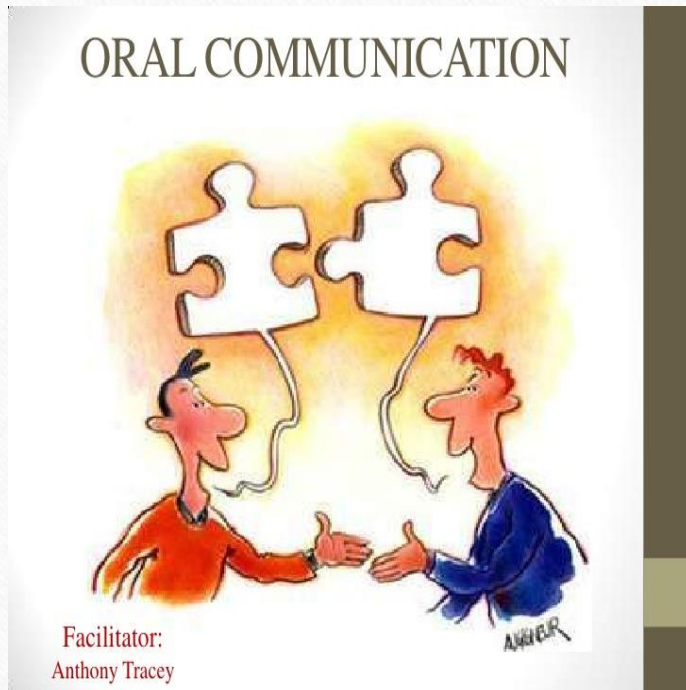
- ❖ **RECEIVER (COMMUNICATEE) :** Person who receive a message (may be a reader, listener or observer.
- ❖ **MESSAGE:** Message is the subject of communication. Its in form of verbal & non-verbal language. (Verbal – Spoken, written, etc., Non-verbal – expression, body gesture.)
- ❖ **CHANNELS OF COMMUNICATION:** Its **media** which message is flowed from sender to receiver. It act as a connecting link between them,
- ❖ **FEEDBACK:** This is last stage of process to know the understand of receivers information and also it made response, reaction or reply to sender,

MEDIA OF COMMUNICATION



VERBAL COMMUNICATION

❖ ORAL COMMUNICATION:



- ❖ In oral communication **SPOKEN** words are used.
- ❖ It includes **FACE to FACE conversation, SPEECH, TELEHPONIC conversation, VIDEO, RADIO.**
- ❖ Oral communication is influence by pitch, volume, speed & clarity of speaking.

VERBAL COMMUNICATION

❖ WRITTEN COMMUNICATION:



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- ❖ Written communication message may be **HAND WRITTEN** or **PRINTED**.
- ❖ In written communication message can be transmitted via **E-MAIL, LETTER, MEMO, CIRCULAR** etc.
- ❖ It is influenced by **VOCABULARY & GRAMMAR used, WRITING STYLE & CLARITY OF THE LANGUAGE USED**.
- ❖ Written communication is most important for every activities & its **MANUALS FORM**.

NON -VERBAL COMMUNICATION





















❖ BODY LANGUAGE:



- ❖ Body language is a **PHYSICAL BEHAVIOUR** to express or convey the information.
- ❖ Its work through **FACIAL EXPRESSION, EYE CONTACT, WAY OF TALKING, HEAD POSITION, BODY SHAPE, POSTURE AND APPEARANCE.**
- ❖ It is reflection of our thoughts, feelings and our position in the organization.

NON -VERBAL COMMUNICATIO

❖ SIGN LANGUAGE:

hang loose <small>creator: unknown</small> 	call me <small>creator: unknown</small> 	loser <small>creator: unknown</small> 	high-five <small>creator: unknown</small> 
talk to the hand <small>creator: unknown</small> 	good job <small>creator: unknown</small> 	hitchin' a ride <small>creator: unknown</small> 	dislike <small>creator: unknown</small> 
world's smallest violin <small>creator: unknown</small> 	peace, man <small>creator: unknown</small> 	shocker <small>creator: unknown</small> 	you <small>creator: unknown</small> 
bang bang <small>creator: unknown</small> 	a-ok <small>creator: unknown</small> 	a-hole <small>creator: unknown</small> 	check, please <small>creator: unknown</small> 
power to (fill in the blank) <small>creator: unknown</small> 	F-YOU <small>creator: unknown</small> 	good luck <small>creator: unknown</small> 	ROCK <small>creator: Ronnie James Dio</small> 

Still inordinately sad about Dio's passing. How many people in all of history are known for a hand gesture? That's a great legacy. @anildash

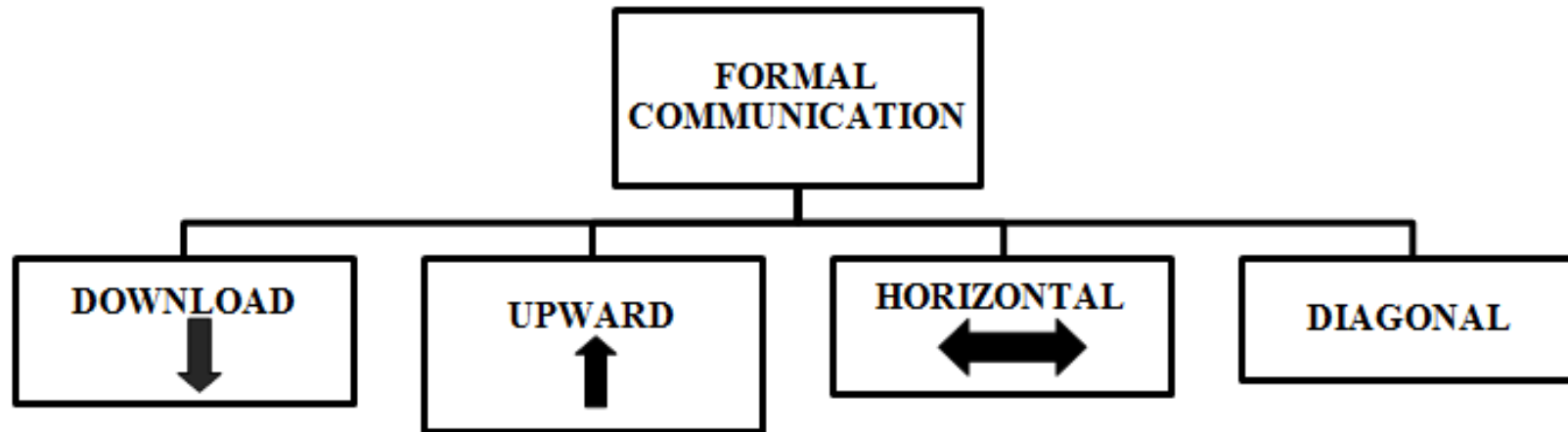
- ❖ Signs i.e. **VISUAL AND AUDIO/SOUND SIGNALS** have been in use since time immemorial.
- ❖ Visual signals like **PICTURES, POSTERS, PHOTOGRAPHS, CARTOONS, MAPS, DIAGRAMS, DRAWINGS.**
- ❖ These make communication interesting and motivate the receiver of the message.

CHANNELS OF TYPES COMMUNICATION

ON THE BASIS OF ORGANISATIONAL STRUCTURE:

- ❖ Formal communication .(Planning, decision-making, co-ordination and control)
- ❖ Informal communication.

FORMAL COMMUNICATION



DOWNWARD COMMUNICATION

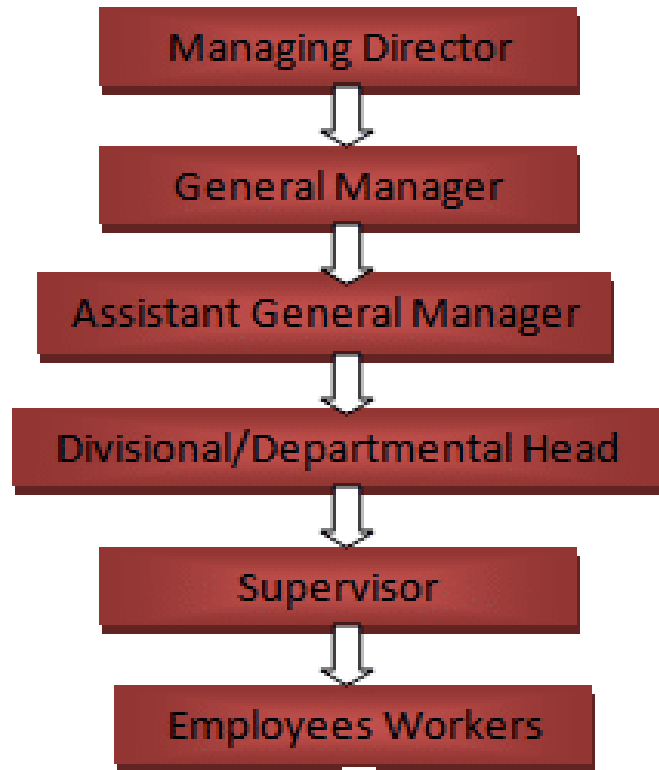


Figure: The flow of upward communication

- ❖ Communication is said to be downward when it moves from the **TOP TO THE BOTTOM**.
- ❖ Downward channels are used for **PASSING ON MANAGERIAL DECISIONS, PLANS, POLICIES** and programs to subordinates down the line for their understanding and implementation.
- ❖ It can be possible through verbal or written orders and instructions, notices, circulars, letters, memos, posters, periodicals, publications, group meetings, etc

UPWARD COMMUNICATION

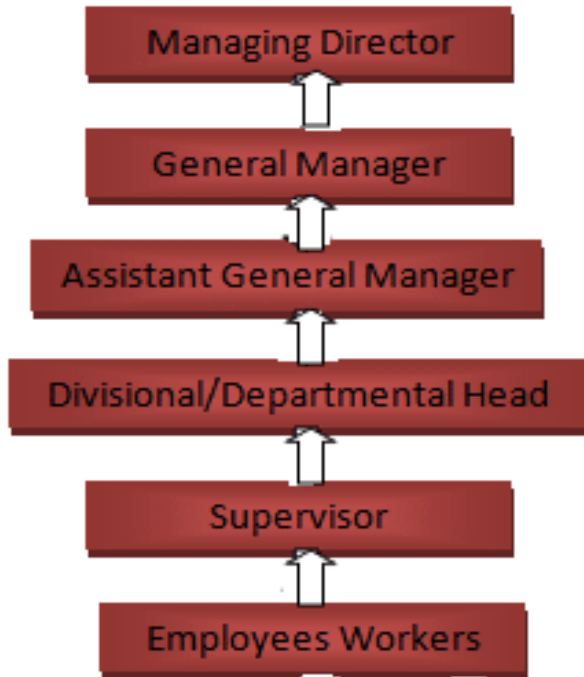
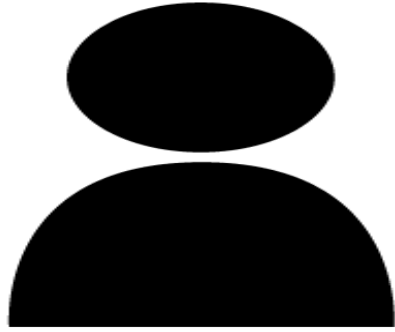


Figure: The flow of upward communication

- ❖ It's the process of information flowing from **LOWER LEVELS TO UPPER LEVELS.**
- ❖ The subject matter of this communication is **SUGGESTIONS, REACTIONS, REPORTS, COMPLAINTS** etc.
- ❖ Upward communication helps **EMPLOYEES TO EXPRESS THEIR REQUIREMENTS, IDEAS, & FEELINGS.**
- ❖ Its helps in alerting top management about the requirement of changes in an organization.



Horizontal Communication

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HORIZONTAL COMMUNICATION

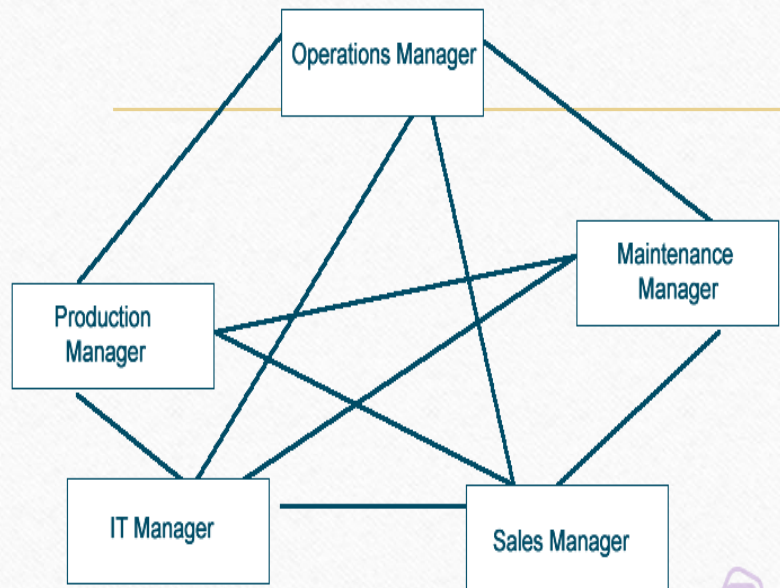
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❖ It is also known as **SIDEWARD COMMUNICATION**.

❖ It refers to transmission of information positions at same levels. The same level officers use it to solve the problem of the similar nature and profit by the experience of the other people.

❖ The communication between a manager and manager, between a foreman and a foreman and between a worker and a worker is horizontal communication.

DIAGONAL COMMUNICATION

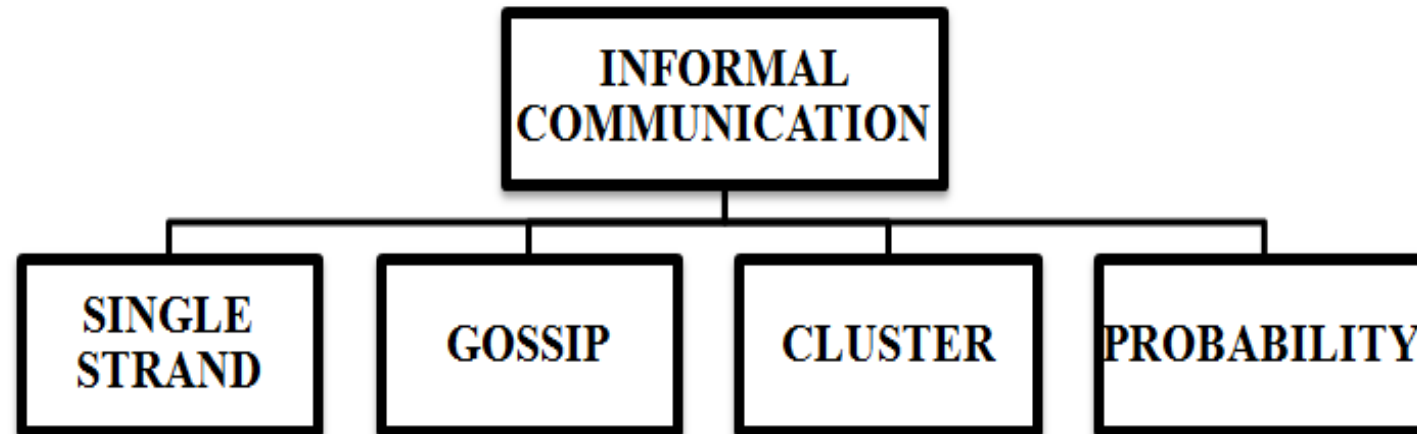


Diagonal Communication



- ❖ This occurs when communication **OCCURS BETWEEN WORKERS IN A DIFFERENT SECTION OF THE ORGANIZATION WHERE ON WORKER IS ON A HIGHER LEVEL.**
- ❖ It allows cross communication between departments.
- ❖ For example diagonal communication will occur when a department manager converse with an employee in another department.

INFORMAL COMMUNICATION



(Transmission of Information along the Grapevine)

SINGLE STRAND

- ❖ The information flows from “**ONE PERSON TO ANOTHER PERSON**” in a sequential order.

- ❖ Examples: A passes information to B who further passes it to C.

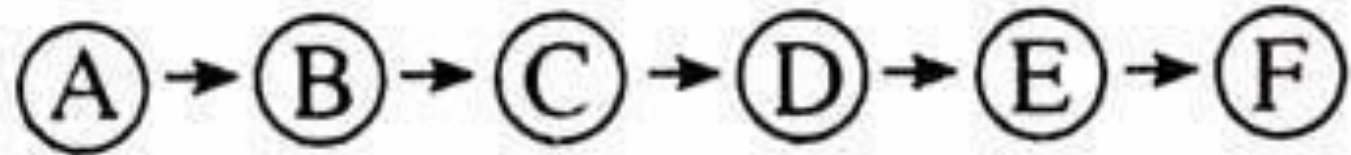


Fig. 3.15 : Single Strand Chain.

GOSSIP

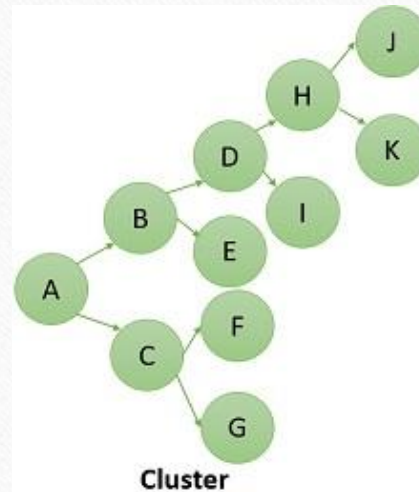
- ❖ This chain is characterized by a “**GROUP OF PEOPLE GATHERING TO DISCUSS MATTERS OF MUTUAL INTEREST**”.
- ❖ Here one person seeks out & tells everyone the news that he/she has gathered.



CLUSTER

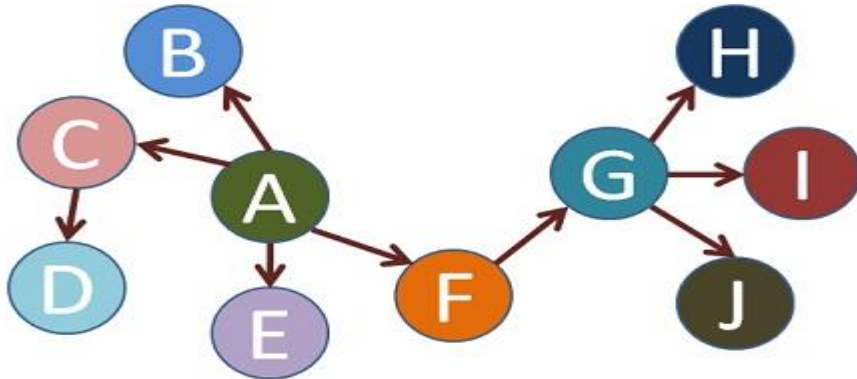
- ❖ This is the most popular grapevine pattern. Information is “**PASSED ON A SELECTIVE BASIS TO A FEW MEMBERS ONLY**”.

- ❖ The first sender informs a few chosen individuals who again pass on the information to individuals of their choice or keep the information to themselves.



PROBABILITY

- ❖ The information is passed on “**RANDOMLY WITHOUT DIRECTION OR METHOD**”.



EFFECTIVES OF COMMUNICATION (7's C)

❖ **C**OMPLETENESS

❖ **C**ONCISENESS

❖ **C**ONSIDERATION

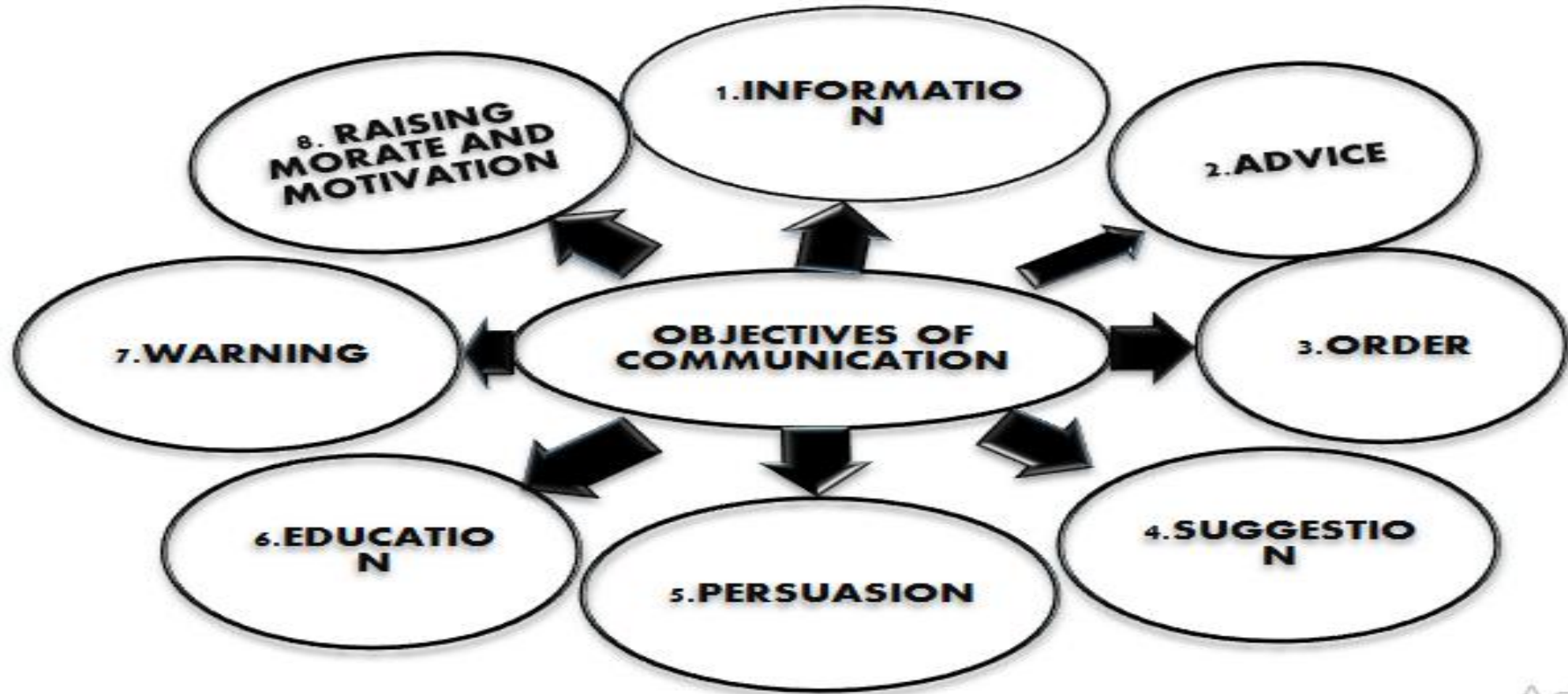
❖ **C**ONCERENTENESS

❖ **C**LARITY

❖ **C**COURTESTY

❖ **C**CORRECTNESS

OBJECTIVES OF COMMUNICATION



IMPORTANCE OF BUSINESS COMMUNICATION

- ❖ Improved employee management
- ❖ Builds strong employee relationships
- ❖ Builds strong relationships with clients and suppliers
- ❖ Helps with decision-making
- ❖ Encourages innovation
- ❖ Improves all areas of the business

BUSINESS LETTER

- ❖ A letter written for business purpose is a business letter. These purposes can be a business deal, complaint, warning, notice, invitation, declaration, information, apology and various other corporate matters. Letters of business are the most popular and the most widely written types of letters
- ❖ Inquiry letter, offer letter, order letter, cover letter, notices, termination of employment are some of the business letters. Suppose a person wants to write any of these business letters. The main question is to how to write a business letter
- ❖ Most business letters are written in a simple format that is easily adapted to any company's needs, and business email follows a similarly simple format.

STRUCTURE & LAYOUT OF BUSINESS LETTER

- The Heading
- The Date
- The Inside Address
- The Salutation
- The Body of the letter
- The Complimentary Close
- The Signature.

THE HEADING

❖ A letterhead, or letter headed paper, is the **HEADING AT THE TOP OF A SHEET OF LETTER PAPER**. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

For examples:

PRASANNA PUBLICATION

17, Aminjikarai, R.S.N,
Chepauk Chennai – 600005

Telephone :28 64 89 36
E-mail: balaji2015@gmail.com

THE DATE

- ❖ Every business letter has the unique quality that the **VERY FIRST LINE OF THE LETTER IS THE DATE. THIS INDICATES THE DATE WHEN THE LETTER WAS WRITTEN OR WHEN THE LETTER WAS COMPLETED.**

For example:

July 2,2020.

THE INSIDE ADDRESS

- ❖ This gives the named and full address of the person, firm or company to whom the letter is written.
- ❖ It includes “**THE STREET, CITY, STATE AND ZIP CODE**” of the recipient, all of which should be placed below the name of the business or organization to whom the letter is being written.

For Example:

Messers Frenn & co.,
14, Mount road,
Chennai.

THE SALUTATION

- ❖ The form of salutation depends on the **PERSONAL RELATION BETWEEN THE WRITER AND THE ADDRESS** as well as upon the letter's rank or position.
- ❖ The salutation is the similar to greeting.

For Example:

Sir, Dear Sir, Dear Sirs, Gentlemen, Dear Mr., Madam, etc.

Good morning, good day, good afternoon.

THE BODY OF THE LETTER

- ❖ This is the most important part of the letter. The ultimate object of a business letter is to convey a message.
- ❖ The body of the letter contains the principal message to be **“CONVEYED TO THE OTHER PARTY”**. Hence the other parts, though necessary, are only subordinates to the body of the letter.
- ❖ Contents of the body of the letter:

The opening paragraph

The main communication

The closing paragraph.

THE OPENING PARAGRAPH

- ❖ The opening paragraph **SHOULD GO STRAIGHT TO THE POINT** so that it can gain or attract the attention of the reader at once & prepares him for things that follow.
- ❖ The abbreviation of the words regarding or Subject or reference are used the headline.

For examples:

Sub: Right issues of equity shares.

Reg: Enquiry for latest catalogue.

Ref: Your letter dated 10th May 2020

THE MAIN COMMUNICATION

- **“ONE SUBJECT ONE LETTER”** should be the rule in all letters it followed in business letter also.
- The subject is very complex and has different aspects for each letters.

For examples:

We are very glad to inform you that we are sending a copy of our recent publication Business Correspondence for your reference and recommendation.

THE CLOSING PARAGRAPH

- ❖ In most of letters the final paragraph contain only one sentence or a conventional phrase such as **Awaiting for your reply,** **Trusting to be favoured with your order,** etc.

For examples:

Please favour us with your valuable order.

My warm regards & best wishes.

THE COMPLIMENTARY CLOSE

- ❖ The complimentary close is merely a courteous leave taking. In other word its merely a polite way of ending a letter.

For examples:

Thanking you,

Yours faithfully,

THE SIGNATURE

- ❖ Since the letter binds the signatory, the signature has assumed great importance.
- ❖ A person may sign in different letters in different capacities. Therefore, the signatory should clearly indicate the capacity in which he signs.

For examples:

Yours faithfully,
Prasana publishers
XYZ

Resignation Letter Sample

Your Name
Your Address
Your City, State, Zip Code
Your Phone Number
Your Email

Date

Name
Title
Organization
Address
City, State, Zip Code

Dear Mr./Ms. Last Name:

I would like to inform you that I am resigning from my position as Account Executive for the Smith Agency, effective August 1.

Thank you for the opportunities for professional and personal development that you have provided me during the last three years. I have enjoyed working for [name of organization] and appreciate the support provided me during my tenure with the company.

If I can be of any help during this transition, please let me know.

Sincerely,
Your Signature
Your Typed Name

Company name
Street Name and Number
Postcode and City
Country (State)
MM/DD/YYYY

Company name
Name ad Surname of the responsible person
Street Name and Number
Postcode and City
Country (State)

REF: Request for the payment of invoice Nr. [00000000]

This letter serves as a formal notice to you that you are in default of your obligation to pay the invoiced sum of [Enter the owing amount] as stated in the invoice Nr [000000] issued on [MM/DD/YYYY] regarding [Enter provided service / goods].

This amount has been overdue since [MM/DD/YYYY] and you have failed to pay the same despite repeated requests for payment by our us.

Unless payment of the above stated amount is made within seven (7) days of the date of this letter, we will have no alternative but to exercise protection of our rights envisaged under the law to enforce such payment, including but not limited to institutional or legal proceedings against your company to recover the above amount, together with accrued interest and legal expenses.

Kindly govern yourself accordingly.

Regards,

[Signature]

[Name ad Surname of the sender, followed with an official stamp]

Layout of Business Letter

❖ Margins:

Keep your margins **between 1 to 1.5 inches**. Generally speaking, 1-inch margins are the most widely accepted format for professionals.

❖ Font:

The standard font style is **Times New Roman**, size 12. However, you can use other sans-serif fonts such as Helvetica, Arial, Courier, or Geneva, also at size 12. Sans-serif fonts have been credited with increased readability because of their balanced typeface.

❖ Lines:

When using a letterhead, be sure to add a horizontal line underneath it. You can refer to our letters above to see some examples.

❖ Spacing:

Your letter should be **single-spaced**. In addition, there should be a space between the date, address, salutation, and each paragraph. Include four line breaks between the closing and your printed name to leave space for your signature.

❖ Alignment:

All proper **business letters should be left-aligned**, any other type of alignment is considered unacceptable in most professional settings.

KINDS OF BUSINESS LETTERS

- Sales Letters
- Order Letters
- Complaint Letters
- Adjustment Letter
- Inquiry Letters
- Follow-up Letters
- Acknowledgement Letters
- Letters Of Recommendation
- Application For Job
- Job Appointment Letter
- Letters Of Resignation
- Quotation

SALES LETTERS

- ❖ A sales letter is simply defined as a letter which is composed in order to introduce new services or products which a company is offering or about to offer to its potential buyers.
- ❖ And make the effective purchase for selling items.

ORDER LETTERS

- As the name implies, an order placement letter is written to place an order of goods
- Order letters are sent by consumers or businesses to a manufacturer, retailer or wholesaler to order goods or services.
- These letters must contain specific information such as model number, name of the product, the quantity desired and expected price.

COMPLAINT LETTERS

- ❖ A tricky one within the scope of **business letters**, a complaint letter is sent with the objective to convey dissatisfaction or a grievance.
- ❖ The trick lies in the tone of the letter; the overall tone should be professional and stern but should also not offend the opposite party.

ADJUSTMENT LETTERS

- ❖ These letters are known as adjustment letters because their main purpose is to resolve a conflict between customer and seller.
- ❖ An adjustment letter is normally sent in response to a claim or complaint. If the adjustment is in the customer's favor, begin the letter with that news.
- ❖ These letters deal with all kinds of complaints such as defective goods, service being poor, shipment issues, and product undelivered or not delivered on time etc.

INQUIRY LETTERS

- ❖ Inquiry letter to the organization to ask for more details information about the product.
- ❖ Usually, these letters are written in response to some kind of advertisement that you may have seen on television or the Internet.
- ❖ When composing this type of letter, keep it clear and succinct and list exactly what information you need.

FOLLOW-UP LETTERS

- ❖ A follow-up letter or email is an effective tool, if properly utilized, to help an individual send information, thank another individual, get a response on a matter, inquire about current status, show interest, get a sale and generally stay relevant in any particular situation.
- ❖ Most importantly, by writing a follow-up letter and email, you solidify the relationship between you and the another person complete follow.

ACKNOWLEDGEMENT LETTERS

- ❖ Acknowledgment letters act as simple receipts.
- ❖ Businesses send them to let others know that they have received a prior communication, but action may or may not have taken place.

COVER LETTERS

- ❖ A cover letter is typically the first point of contact an applicant has with a potential employer for a work application. It is typically sent associated with a resume otherwise CV as a means of introduction.
- ❖ Cover letters usually accompany a package, report or other merchandise.

LETTERS OF RECOMMENDATION

- ❖ A letter written by a person to effectively increase the value of a second person to a third one in the course of a new job prospect or admission among other things is known as a letter of recommendation.
- ❖ Employees can use this letter when they go to apply for another job, giving them more of a chance of getting it.

APPLICATION FOR JOB

- ❖ A letter that conveys one's interest in a job stating their qualifying factors for the job accompanied by a resume is an application for a job.

JOB APPOINTMENT LETTER

- ❖ A letter that confirms the job for an applicant along with other information like salary, date of joining, a short welcome note, etc is known as a job appointment letter

LETTERS OF RESIGNATION

- ❖ A letter of resignation is written to convey the news of leaving a job to their immediate superior giving him notice and the reason for leaving.

QUOTATION

- ❖ It is a formal statement sent by a vendor agreeing to the request for purchasing by the business at a specified price.

FUNCTIONS OF BUSINESS LETTER

- ❖ RECORD AND REPERENCE
- ❖ AN AUTHORITATIVE PROOF
- ❖ MAKING A LASTING IMPRESSION
- ❖ BUILDING GOOD WILL
- ❖ WIDENING THE APPROACH

NEEDS OF BUSINESS LETTER

- ❖ A business letter acts as a representative of the organization. It is an inexpensive substitute for a personal visit.

- ❖ It seeks to provide information on subjects connected with business.
- ❖ A business letter provides valuable evidence for a transaction and thus serves a legal purpose.
- ❖ A business letter becomes a reference material to future transactions between organizations and individuals.
- ❖ A business letter promotes and sustains goodwill.
- ❖ A business letter motivates all the people involved in a business to a higher and better level of performance.
- ❖ A business letter enlarges and enhances the business. We can elaborate each of the functions thus.