

# UNIT-V

## 1. Introduction to Business Writings Skills

Business writing is a type of writing that is used in a professional setting. It is a purposeful piece of writing that conveys relevant information to the reader in a clear, concise, and effective manner. It includes client proposals, reports, memos, emails, and notices. Proficiency in business writing is a critical aspect of effective communication in the workplace.

### Types of Business Writing

The broad field of business writing can be distilled into four categories based on their objective, such as:

#### 1. Instructional

The instructional business writing type is directional and aims to guide the reader through the steps of completing a task. A user manual falls aptly under the instructional category, as well as a memo issued to all employees outlining the method of completing a certain task in the future.

#### 2. Informational

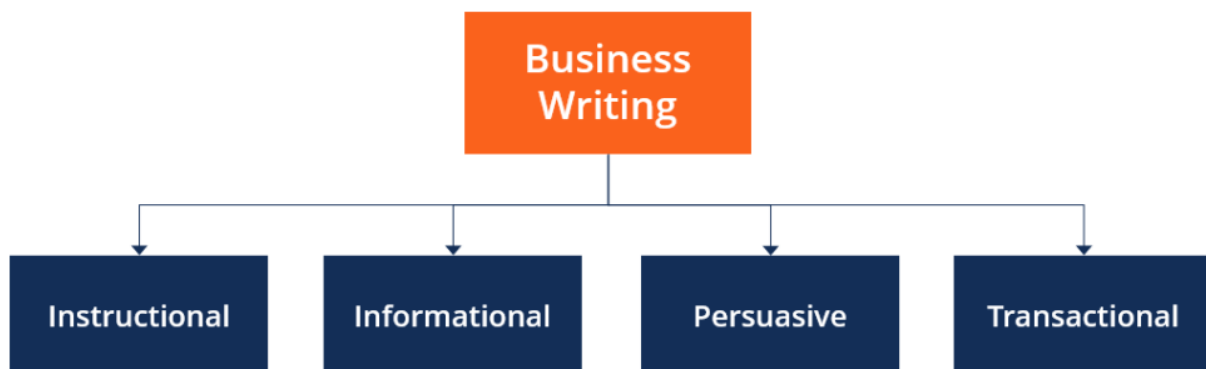
Informational business writing pertains to recording business information accurately and consistently. It comprises documents essential to the core functions of the business for tracking growth, outlining plans, and complying with legal obligations. For example, the financial statements of a company, minutes of the meeting, and perhaps the most important, report writing.

#### 3. Persuasive

The goal of persuasive writing is to impress the reader and influence their decision. It conveys relevant information to convince them that a specific product, service, company, or relationship offers the best value. Such a type of writing is generally associated with marketing and sales. It includes proposals, bulk sales emails, and press releases.

#### 4. Transactional

Day-to-day communication at the workplace falls under the transactional business writing category. The bulk of such communication is by email, but also includes official letters, forms, and invoices.



## **Principles of Good Business Writing**

### **1. Clarity of purpose**

Before beginning a business document, memo, or email, one should ponder two primary questions:

- Who is the reader?
- What do I want to convey to the reader through my writing?

Clarity of purpose gives a direction to the writing and develops its tone, structure, and flow.

### **2. Clarity of thought**

Thinking while, rather than before writing, makes the writing less structured, meandering, and repetitive. Business writing requires the skill to reduce long, rambling sentences into concise, clear ones. One needs to extract what is significant to write clearly.

### **3. Convey accurate and relevant information**

The primary goal of business writing is to convey valuable information. Inaccurate or irrelevant content affects the purpose of the document. For effective business writing, information must be value-additive and complete.

### **4. Avoid jargon**

A simple and uncluttered writing style goes a long way in communicating the message to the reader. Grandiose writing full of industry-specific buzzwords and acronyms should be avoided to the maximum possible extent. Otherwise, the reader may be unable to comprehend the document or lose interest in it.

### **5. Read and revise**

Reading the passages out loud after completion can reveal flaws and gaps in the arguments. It is recommended to welcome constructive feedback from colleagues and revise the document for improvement.

### **6. Practice is the key**

Proficiency in business writing can be attained through regular practice. Paying attention to the vocabulary, sentence structure, and style of writing while reading can help to develop the same instinct while penning one's thoughts down.

### **7. Be direct**

Presenting the crux of the passage in the first 150 words is a good idea when it comes to business writing. It saves the reader time and sharpens the argument.

### **8. Avoid verbosity**

If the meaning can be conveyed in three words, it should not be stretched to five. Verbosity works against making the writing engaging to the reader. For example, instead of writing "the article uses more words than are needed," write "the article is verbose."

### **9. Correct grammar and sentence structure**

While a grammatical error may come across as unprofessional, good grammar portrays both attention to detail and skill – traits that are highly valued in business.

Business writing evolves with time, so does grammar and conventions. For example, emoticons, when used judiciously, are gaining acceptance in business writing. A good writer needs to stay updated with the conventions to hone their skill.

## **10. Easy to scan**

Business executives value a document that can convey its message in a cursory glance. Business documents can be enhanced through the use of numbered or bulleted lists, clear headings, concise paragraphs, and judicious use of bold formatting to highlight the keywords.

## **2. Business Writing Skills-Features of Business Correspondence**

Business correspondence is **any form of communication in the business world that conveys a message between or within an organization.**

A business person writes or receives letters during his day-to-day activities in his business place. It can be complaint letters, inquiry letters, job application letters, formal business letters, or other written communication letters.

Business correspondence **covers all forms of written communication that emanate from business relationships** between business partners or via internal communication within the organization.

Essentially, business correspondence is usually issued in the form of letters. It presents the individual in any business communication the unique opportunity to express themselves and seek clarity on issues bothering them about the organization.

In businesses, **written communication serves as an effective communication medium.** The strength of this medium is that information gets exchanged without affecting the professional relationships between and within organizations.

### **Features of Characteristics:**

Business correspondence offers numerous benefits to your business communication, especially the ease of reaching and communicating within and outside your organization's structure.

Face-to-face communication is not always possible, and this is where your business correspondence comes in to aid effectual communication.

### ***1. Helps in Maintaining a Proper Relationship***

Sometimes it would seem difficult for your business or organization to get in touch with a particular person or another organization when needed. If this is often the case, it might cost your business or organization dearly.

In this case, a business correspondence would suffice as the best measure to salvage such situations as it helps to maintain a proper relationship among all relevant parties.

Business correspondence is an effective tool for strengthening your business. By improving the internal communication of your business, your business communication becomes more apparent and precise.

### ***2. Serves as Evidence***

Business correspondence is a way of helping your business keep records of all its activities. These written records can serve as evidence when needed, just like any other written form of communication.

### ***3. Creates and Maintains Goodwill***

A business correspondence assists in creating and maintaining goodwill and proper relationships between your business and its customers.

No matter how negative it may be, business correspondence in inquiry letters, complaint letters, suggestions, or feedback is used to help your organization grow and maintain goodwill.

The idea is to see above all the negatives and look for specific areas of complaints that your organization needs to work on to offer better products and services to your customers.

**4. Cheap and Convenient** Business correspondence is usually very cheap and convenient to use as a mode of communication. It saves you valuable resources in terms of time and money that other modes of communication do not.

This mode of communication is very convenient for businesses to incorporate as it requires no new structure to be built before being used.

#### **5. Formal Communication**

A business correspondence serves as a formal communication between two parties, and its language is that of a formal and logical one.

With a business correspondence, doubts and issues on the minds of persons involved in your business are subdued as the language conveyed makes your business more acceptable to others.

#### **6. Helps in the Expansion of Your Business**

Business correspondence can help your organization achieve its organizational goals as it affords no room for wastage of resources, allowing your business to expand faster.

### ➤ **Types of Business Letters - Formal, Informal and Official Writing**

A business letter is a written communication used in formal business transactions. It is a document that contains information about a business transaction, agreement, or inquiry, and is usually sent to other businesses, customers, suppliers, or government agencies. This letter can be used for a variety of purposes, including sales, marketing, customer service, and administrative tasks. It is an important tool for maintaining professional relationships and ensuring clear communication between businesses.

A business Letter should be well-written, concise, and easy to understand. It should also follow a specific format and use formal language and tone. A well-written business letter can help to establish credibility, build trust, and strengthen relationships with other businesses and customers.

#### **Types of Business Letter**

There are several types of business letter, each with its own purpose and format. Here are some of the most common types:

**Cover letter:** A cover letter is a type of business letter that accompanies a resume or job application. It serves as an introduction to the employer and highlights the applicant's qualifications and interest in the job.

**Sales letter:** A sales letter is used to promote a product or service to potential customers. It aims to persuade the reader to make a purchase or take some other action, such as requesting more information.

**Inquiry letter:** An inquiry letter is used to ask for information about a product, service, or company. It may be sent to a supplier, vendor, or other business partner.

**Order letter:** An order letter is used to place an order for products or services. It typically includes details such as the quantity, price, and delivery date.

**Complaint letter:** A complaint letter is used to express dissatisfaction with a product, service, or company. It aims to request a resolution or remedy for the issue.

**Follow-up letter:** A follow-up letter is that business letter which is used to follow up on a previous communication, such as an interview, meeting, or sales pitch. It aims to reinforce the message and maintain a relationship with the recipient.

**Recommendation letter:** A recommendation letter is used to recommend someone for a job, scholarship, or other opportunity. It typically includes information about the applicant's qualifications, skills, and character.

**Thank-you letter:** A thank-you letter that type of business letter which is used to express gratitude for a gift, favor, or other kind act. It aims to show appreciation and maintain a positive relationship with the recipient.

### **Formal letter Format for Business Letters**

- Business letters should be brief, to the point, and concise. There must be no place to form any story in business letters. There are a few things you must consider before beginning to create a business letter. These tips are listed below:
- When responding to a business letter, always include the date of the letter.
- Instead of complicated words, use basic and ordinary language to express the information effectively.
- When writing a letter to order products, be sure to provide clear and specific descriptions of the items needed, as well as the desired quality and quantity.
- Avoid using abbreviations while writing business letters.
- The manners of address differ depending on the type of letter and the recipient.

### **Formal Letter:**

The detailed steps to write a formal letter are given below. Use all the tips listed below to make your formal letter effective.

**Address of Sender:** The address of the sender is often displayed in the upper right-hand corner of the letter. If the recipient of the letter intends to contact the sender for future communication, the address should be complete and precise.

**Date:** The address of the sender must be followed by the date, which is located directly below it, on the right side of the letter. The sender must write the date on the day when the letter is being written.

**Address of Reciever:** Write the address of the receiver on the left side of the letter. Starting address with “To” above the address completely depends upon the preference of the writer. The first line of the receiver’s address must include the receiver’s official title/name/position, etc.

**The subject of the letter:** Write colon just after the subject then write the complete subject in a single line. This allows the recipient to focus on the subject in a single glance.

**Salutation:** The salutations are Sir and Madam. Remember that this is an official letter, so the salutation should be respectful and not overly personal. In formal letters, the typical salutation is “Sir” or “Maam.” If you know the person’s name, you can write their name after Sir or Madam but keep in mind that you cannot address them just by their first name. It must be their whole name or just their surname.

**Body of the letter:** The body of the formal letter is its major part. The body of the letter can be divided into three paragraphs and if it’s shorter you can write in two paragraphs. The purpose of the letter should be stated in the opening paragraph. The content’s tone should be official. Make no use of fancy words. Another thing to remember is that the letter should be brief and to the point. And, regardless of the content of your letter, always use professional language.

**Closing of the letter:** We write a complimentary closing at the end of your letter. As a complimentary closing, we can write phrases like “Yours Faithfully” or “Yours Sincerely” on the right side of the letter.

**Signature:** Your name (in block letters) and designation should be below your signature.

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## **Formal Letter Format**

### **Standard letter format**

[Your Name] [Your Address] [City, State, ZIP Code] [Date]

[Recipient’s Name] [Recipient’s Address] [City, State, ZIP Code]

Dear [Recipient’s Name],

[Opening Paragraph] In this section, you can start the letter with a greeting and a brief introduction or purpose of the letter. For example, if it’s a formal letter, you might say, “I am writing to inquire about...” or “I am writing to express my gratitude for...”

[Body Paragraphs] This is where you provide the main content of your letter. You can have multiple paragraphs to explain your message, provide details, or make your case. Be clear and concise in your writing. Use paragraphs to separate different points or ideas.

[Closing Paragraph] In the closing paragraph, you can summarize the main points of your letter and reiterate your purpose. You might also express appreciation or offer further assistance if applicable.

[Complimentary Close] End the letter with a polite closing such as “Sincerely,” “Yours faithfully,” or “Best regards,” followed by a comma.

[Your Name (again)] Below the closing, leave some space and then type your name. If it's a formal letter, you can also include your job title or affiliation.

[Enclosures] If you are including any additional documents with the letter, mention them here.

[CC: (if applicable)] If you are sending copies of the letter to other individuals, list their names below "CC:..".

- **Email writing- significance**

Email writing is an essential part of professional communication. It is not easy to get people to respond to your emails if they do not feel interested in your message or proposal. This is exactly the reason why you should learn to write good emails. Be bold. Get to the point right away. The best email communication is the one that is simple and clear.

- Make sure you type in the right email ID. Always check with the receiver for the exact **email address** because even a full stop that is not part of the email address can land your email with the wrong person, or the mail would simply bounce.
- The **Subject** line is the next most important factor you should carefully consider because that is the first thing anyone receiving the email would see. It also determines if the receiver would want to open the mail. 'The from line is what recipients use to determine whether to delete an email. The subject line is what motivates people to actually open the email.' said Loren McDonald. Spend double the time you spend on drafting the body to draft the subject.
- See to it that your **Salutation or Greeting** is appropriate to the receiver/s. The greeting builds a rapport.
- The **Body** of the email states what the email is about. Be clear with what you want your receiver to know. Make sure you have everything you want to convey drafted in simple terms. Do not use colloquial language or long unwinding sentences. Try not to repeat words or use cliched terms. Make your message positive, even if you're turning down an offer. If you have to follow, do it before they remind you to. Keep it short. Use standard font style and size. Do a final spelling/grammar check/proofread.
- Finally, **Sign off** the email on a polite note and proofread it before hitting send. The closing should feel genuine; only then will the receiver want to respond.

### **Email Writing Format Sample:**

#### **Email on Introducing a New Employee to Your Team**

To: Recipient's email ID

Subject: Meet the New Customer Service Representative

Dear Team,

I am pleased to introduce you to (Name), who is starting today as our Customer Service Representative. She will be providing technical support and assistance to our users and making sure they enjoy the best experience with our products.

Feel free to greet (Name) in person and congratulate her on the new role!

Best regards,

Your name

Designation

- **Report Writing-Objectives and significance**

Report writing is common in a number of disciplines. A report is a specific form of writing, written concisely and clearly and typically organised around identifying and examining issues, events, or findings from a research investigation.

Reports often involve investigating and analysing a problem and coming up with a solution. This means that you need to take a position or provide a solution and you need clear reasons for your solution.

A key central message is a vital part of the report and will help to make it clear and persuasive.

A report might involve

- an analysis of existing data and literature
- conducting analysis and problem solving
- results of an investigation

Whatever the type of report, they are expected to be well written, clearly structured and expressed in a way that suits the particular audience. Results and analysis should be accurate, clear and objective. Report structures can vary between disciplines and audiences but the structure needs to support the key message.

- **Report writing process**

It can be helpful to think of writing your report as a process and to break it down into the various tasks that you need to complete.

What goes on when you are writing a report? What are the various tasks you need to do to complete it?



There are three main phases:

- The **preparation** phase where you analyse exactly what you are being asked to do and if you are working in a group, agree on the group communication plan.
- The **analysis** phase where you gather all your evidence, conduct research, undertake investigations, complete coding, calculations etc
- The analysis phase will enable you to come up with your key message - your answer to the question/solution to the problem. This key message will then determine the structure of your report and enable you to complete the **writing** phase of the report.

### **Objectives of Report Writing:**

The primary objectives of report writing are as follows:

1. **To Inform:** Reports aim to convey factual information in a clear, concise, and organized manner. They provide readers with an understanding of a particular topic or situation.
2. **To Analyze:** Analytical reports go beyond providing information; they delve into the data and provide insights, interpretations, and conclusions.
3. **To Solve Problems:** Reports, especially analytical and recommendation reports, are used to address specific problems or challenges. They offer solutions or courses of action based on the information presented.
4. **To Support Decision-Making:** Reports provide decision-makers with the information they need to make informed choices. This is especially crucial in business and organizational settings.
5. **To Document Findings:** Research reports and investigative reports serve as records of the findings from a particular study or investigation. They provide a reference point for future research or actions.
6. **To Assess Feasibility:** Feasibility reports are used to evaluate whether a proposed project or action is viable and practical. They consider factors like cost, resources, and potential outcomes.
7. **To Monitor Progress:** Progress reports are used to track the status of ongoing projects or initiatives. They help stakeholders stay informed about accomplishments and challenges.
8. **To Communicate Effectively:** Reports should be written in a way that is clear, concise, and tailored to the needs of the intended audience. Effective communication is a key objective of report writing.

- **Types of Reports**

Different Types of Reports serve various purposes, and understanding their distinctions is crucial for effective communication in academic, professional, and organisational settings. Here, we'll explore four common types of Reports:

### **Routine Reports**

Routine Reports are regular updates on ongoing activities, often within an organisation. These Reports provide concise information about daily or periodic operations, helping stakeholders stay informed and make informed decisions.

They focus on facts and figures, avoid unnecessary details, and typically follow a standardised format. Examples include daily Sales Reports, Attendance Reports, And Inventory Status Reports. Routine Reports are essential for tracking performance and ensuring smooth operations.

### **Special Reports**

Special Reports are more in-depth and are created for specific purposes, such as investigating a particular issue or analysing a unique situation. These Reports require extensive research and a comprehensive presentation of findings. They are often used to address complex problems or make critical decisions.

For instance, a company might commission a Special Report to evaluate the impact of a new product launch, or a government agency might prepare a Special Report on the environmental impact of a policy change. Special Reports provide a thorough examination of a specific topic and often include detailed recommendations.

### **Formal Reports**

Formal Reports are comprehensive and meticulously structured documents characterised by a standardised format. They usually include a title page, table of contents, executive summary, methodology, findings, discussion, recommendations, and conclusion. Formal Reports are common in academic and corporate environments, as well as in government and research institutions.

They are used to present detailed information and analyses, often for decision-making or academic purposes. A thesis, a business proposal, or an annual Financial Report are examples of Formal Reports. These Reports require a high degree of professionalism and follow strict formatting and citation guidelines.

### **Informal Reports**

Informal Reports are less structured and often used for internal communication within an organisation. They are generally shorter and more straightforward than Formal Reports, emphasising brevity and efficiency. Memos, email updates, and short Progress Reports are common examples of informal Reports.

They serve to share information quickly, often within a department or among team members. Informal Reports are valuable for everyday communication, problem-solving, and decision-making within an organisation, and they do not require the extensive structure and formality of Formal Reports.

### **Report Writing format:**

Report Writing Format is a way of organising and presenting information in a concise and clear manner. It usually follows a standard structure that can be adapted to different purposes and audiences. A typical Report Writing format consists of the following elements:

**a) Title page:** This is the first page of the Report that contains the title, the author's name, the date, and any other relevant information.

**b) Table of contents:** This is an optional page that lists the sections and subsections of the Report with their corresponding page numbers.

**c) Executive summary (or abstract):** This serves as a concise summary outlining the key points and discoveries within the Report. It should be written in a clear and concise manner and highlight the purpose, scope, methodology, results, analysis, conclusion, and recommendations of the Report.

**d) Introduction:** This is the first section of the Report that introduces the topic, background, objectives, and scope of the Report. It should also provide a clear statement of the problem or research question that the Report aims to address.

**e) Methodology:** This is the section that describes how the data or information was collected and analysed. It should explain the methods, tools, techniques, sources, and criteria used in the research or investigation. It should also mention any limitations or challenges encountered in the process.

**f) Findings/results:** This is the section that presents the data or information obtained from the research or investigation. It should be organised in a logical and coherent manner, using headings, subheadings, tables, graphs, charts, and other visual aids to illustrate the key points and trends.

**g) Analysis and discussion:** This is the section that interprets and evaluates the findings or results of the Report. It should explain what the data or information means, how it relates to the problem or research question, and what implications or conclusions can be drawn from it. It should also compare and contrast the findings or results with other relevant sources or literature.

**h) Conclusion:** This is the final section of the Report that summarises the main points and findings of the Report. It should restate the purpose, objectives, and scope of the Report and provide a clear answer to the problem or research question. It should also highlight the main implications or contributions of the Report to the field or topic of interest.

**i) Recommendations:** This is an optional section that provides suggestions or actions based on the findings or conclusions of the Report. It should be realistic, feasible, and specific and address any issues or gaps identified in the Report.

**j) References:** This is a list of sources that were cited or consulted in the Report. It should follow a consistent citation style, such as APA, MLA, Harvard, etc.

**k) Appendices:** These are additional materials that support or supplement the main content of the Report. They may include data tables, calculations, questionnaires, interview transcripts, etc.

- **Tips for effective Report Writing**

**a) Know your purpose and audience:** Before you start writing, you should have a clear idea of why you are writing the Report and who will read it. This will help you decide what information to include, what tone and style to use, and how to structure and format your Report.

**b) Plan and research:** You should plan your Report by outlining the main sections and sub-sections and identifying the key points and arguments you want to make. You should also research your topic thoroughly, using reliable and relevant sources and taking notes of the data and evidence you will use to support your claims.

**c) Write and edit:** You should write your Report in a concise and clear manner, using simple and precise language and avoiding jargon and slang. You should also follow the Report Writing format that suits your purpose and audience and use headings, subheadings, bullet points, tables, graphs, charts, and other visual aids to organise and present your information. You should also edit your Report carefully, checking for spelling, grammar, punctuation, and formatting errors and ensuring that your Report is coherent and consistent.

**d) Use tools and software:** You can use various tools and software to help you with your Report Writing process. For example, you can use Bing to search for information on your topic or to find examples of Reports written in different formats. You can write and edit your Report, using features such as grammar check, spell check, word count, citation manager, etc, in Google Docs or Microsoft Word. You can also use PowerPoint or Prezi to create and present your Report visually.

	<b>Project Writing</b>	<b>Report Writing</b>
<b>Purpose</b>	To demonstrate the student's ability to apply their skills and knowledge to a specific problem or topic.	To present the results and findings of a research or investigation on a specific problem or topic.
<b>Format</b>	No fixed format, but may follow the structure of an essay, with an introduction, body, and conclusion.	Fixed format, with a title page, table of contents, summary, introduction, methodology, findings/results, analysis/discussion, conclusion, recommendations, references, and appendices.
<b>Features</b>	Creative and flexible. May include personal opinions, reflections, or recommendations.	Formal and objective. Based on reliable sources and data. Avoid personal opinions or bias.
<b>Examples</b>	Business plan, marketing campaign, software development, case study analysis, etc.	Business plan, marketing campaign, software development, case study analysis, etc.