

**DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES
BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620024
MBA (Financial Management)**

Course Code: FMSC1/24

Course Name: CONTEMPORARY BUSINESS COMMUNICATION

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Unit – IV/ Topic: WRITTEN COMMUNICATION

SCHEME OF PRESENTATION

UNIT- IV

CONTENT

- ❖ The Process of Writing
- ❖ Notice, Agenda and Minutes
- ❖ Business Letters
- ❖ Memorandums
- ❖ E-mail
- ❖ Text Messaging
- ❖ Instant Messaging
- ❖ Directness in Good and Neutral Messages
- ❖ Indirectness in Bad News Messages

INTRODUCTION

- ❖ Writing is an extension of human language across time and space.
- ❖ Writing needed reliable means for transmitting information, maintaining financial accounts, keeping historical records, and similar activities.

ADVANTAGES OF WRITTEN COMMUNICATION

The following are the advantages of written communication

- ❖ Creates a permanent record
- ❖ Allows you to store information for future reference
- ❖ Easily distributed
- ❖ All recipients receive the same information
- ❖ Written communication helps in laying down apparent principles, policies and rules for running of an organization.
- ❖ It is a permanent means of communication. Thus, it is useful where record maintenance is required.

DISADVANTAGES OF WRITTEN COMMUNICATION

The following are the disadvantages of written communication

- ❖ Written communication involves cost.
- ❖ The cost is involved in terms of stationery and the manpower employed in writing/typing and delivering letters.
- ❖ Also, if the receivers of the written message are separated by distance and if they need to clear their doubts, the response is not spontaneous.
- ❖ Written communication is time-consuming as the feedback is not immediate. The encoding and sending of message takes time.

STAGES OF WRITING

The following are the different stages of writing.

- ❖ Prewriting
- ❖ Drafting
- ❖ Revising
- ❖ Editing

PREWRITING

- ❖ Prewriting is the process of coming up with ideas for your essay.
- ❖ This is not formal, polished writing.
- ❖ There are many prewriting techniques, some of them are
 - Brainstorming: Brain Storming is “Just think!”
 - Free writing: Free writing is “Just write!”
 - Clustering: Clustering is a way of narrowing your thoughts by connecting your ideas.
 - Outlining: Outlining is a way of laying out your thoughts before you begin writing.

PROCESS OF WRITING

There are Three-Step in Writing Process

1. Planning
2. Writing
3. Quality control

1. Planning

- Keep objectives in mind and think about the audience
- Outlining helps organize thoughts

2. Writing

- Follow your outline, use your handbook
- Inspiration is acceptable but must be carefully reviewed

3. Quality Control

Reread your work

Be critical of your own work

TYPES OF BUSINESS WRITING

The following are the various types in business writing

- Notice
- Agendas
- Minutes
- Memorandum
- Business Letters

NOTICE

- ❖ “A notice is the communication-verbal or written , informing the persons entitled to attend the meeting about the time, date, place and the business of the meeting.” - S.K. Dutta
- ❖ The statement that contains the particulars of holding a meeting is known as notice.
- ❖ The date, time, place and agenda are informed through the notice.
- ❖ It may be oral or written.

AGENDA

- ❖ Agenda is a statement of business or assignment to be discussed in the meeting on which minutes and decisions are taken thereafter.
- ❖ Agenda is a document that outlines the contents of a forthcoming meeting.
- ❖ It is usually sent along with the notice of the meeting.
- ❖ Agenda should be specific and clear to all authorized person.

MINUTES

- ❖ Minutes is a chronological written statement of resolutions taken in meeting.
- ❖ It is a list of motions and resolutions adopted after detailed discussion of persons attended in the meeting, preserved it for decision making and policy implementation.
- ❖ It is to be mentioned that the minutes requires to be approved by the participating members of the meeting.
- ❖ The minutes must be concluded by the signatures of the Chairman, secretary, and other authorized person of the meeting.

THE MEMORANDUM

- ❖ The memo can be written to the people working in the same organization.
- ❖ A memo does not require a complimentary close or a signature.
- ❖ The style and tone of your memo should be the same to all members in the organisation.
- ❖ Paragraphs, however short, must always be numbered to make it easy to read.

BUSINESS LETTER

The Business Letters contains the following

- It is a letter written in formal language, used when writing any correspondence between business organizations and their customers, clients and other external parties.
- They are used for different purposes; like placing orders, making inquiries', making credit request, requesting claims and adjustment, to apologize for a wrong or simply to convey goodwill. etc.
- It is a permanent record, they are confidential, formal and delivers persuasive, well-considered messages.
- Style of letter depends on the relationship between the parties concerned.

CONTENTS OF BUSINESS LETTERS

1. THE LETTER HEAD / THE SENDER'S ADDRESS
2. REFERENCE
3. DATE
4. THE INSIDE ADDRESS
5. SUBJECT AND RECEIVERS REFERENCE NO
6. SALUTATION
7. BODY
8. COMPLIMENTARY CLOSE
9. THE SIGNATURE AND DESIGNATION
10. ENCLOSURES
11. REFERENCE INITIALS
12. COPY NOTATION

TYPES OF BUSINESS LETTERS

- Inquiry
- Order
- Refusal
- Acceptance
- Quotation
- Follow up or Cancellation
- Compliance
- Complaints, Claims, Adjustments
- Settlement
- Collection
- Agency
- Sales letters

WRITING BUSINESS E-MAIL MESSAGES

- More formal than personal e-mails
- It should be formal
- Consequences of bad writing or poor judgment can be much more serious

ADVANTAGES OF USING EMAIL IN WORK PLACE

Advantages	<ul style="list-style-type: none">• Accessing Messages
	<ul style="list-style-type: none">• Sending Messages
	<ul style="list-style-type: none">• Scheduling Messages

DISADVANTAGES OF USING EMAIL IN WORK PLACE

Disadvantages	<ul style="list-style-type: none">• Availability of Alternatives
	<ul style="list-style-type: none">• Indiscriminate Use
	<ul style="list-style-type: none">• Low-Value Messages

INSTANT MESSAGING AND TEXT MESSAGING

- Instant Messaging in stand-alone systems
- Embedded in online meeting and collaboration systems, social networks
- Replacing e-mail and voice mail in many situations

BENEFITS OF INSTANT MESSAGING

- Rapid response
- Lower cost
- Resembles conversation better than e-mail
- Used on a wide range of devices
- Doesn't get misused as a "one-to-many" broadcast as often as e-mail

RISKS OF INSTANT MESSAGING

- Diminished employee productivity
- Disregard of compliance/legal issues
- Frustration due to the number of conversations that a person can handle
- Seen as a permanent work interruption
- DON'T use instant messaging to deal with conflicts

DIRECTNESS IN GOOD NEWS AND NEUTRAL MESSAGES

- A positive or neutral message calls for directness, whereas negative messages calls for indirectness.
- General plan for the direct order message:
 - Start with the objective.
 - Directness saves time for writer and reader.
 - If explanation helps, give it.
 - Complete the objective ----systematically, perhaps by listing or paragraphing.
 - End with a goodwill comment, specifically adapted.

WRITING DIRECT REQUESTS OR INQUIRIES

- A direct request is a straightforward written message that asks another individual for information, merchandise, or assistance.
- The most effective direct request start with the purpose, add specific details, and end with a courteous close.

REQUESTING CREDIT INFORMATION

- A business sells products to another business or individual in exchange for the promise to pay at a later date. Companies conduct the credit granting process very carefully, through a series of letters.

These letters fall into 5 categories:

1. Credit applications
2. Inquiries about creditworthiness
3. Responses about creditworthiness
4. Letters granting credit, and
5. Letters refusing credit

INQUIRIES ABOUT CREDITWORTHINESS

- Once a company receives a credit request, it tries to determine whether the applicant is creditworthy.
- In part, this process includes written inquiries to references provided on the credit application.
- The goal of the inquiry is to gather information that will help the company make a wise credit decision.

FILING CLAIM LETTERS

- A **claim** is notice from a customer that there is something wrong with a good or service.
- An **adjustment** is the company's response to the claim.
- Customers write claim letters for many reasons, such as billing errors, damaged or defective merchandise, deliveries containing unordered or incorrect merchandise, and missed delivery dates.
- Because claim letters are often written when the business has made a mistake, customers tend to write them in the heat of anger.
- Like all direct requests, claim letters should start by telling the reader what you want and why you are writing.
- You should then explain all the details that the reader will need to assess the situation. Among the details you may provide the invoice number, delivery dates, store location, description of the item in question, etc.
- Finally, your letter should suggest a solution. For example, tell the company that you want a replacement or an adjustment to your bill.

ADJUSTMENT GRANTS

- When you can grant an adjustment, the situation is a happy one for your customer. You are correcting an error. You are doing what you were asked to do.
- As in other positive situations, a message written in the direct order is appropriate.
- You begin directly with the good news answer. You refer to the message you are answering. And you close on a friendly note
- **Need to overcome negative impressions:** To understand the first need, just place yourself in the reader's shoes.
- As the reader sees it, something bad has happened --- goods have been damaged, equipment has failed, or sales have been lost.
- The experience has not been pleasant. Granting the claim will take care of most of the problem, but some negative thoughts may remain.
- You need to work to overcome such thoughts.

- **Need to regain lost confidence:** If something can be done to correct a bad procedure or a product defect, you should do it.
- Then you should tell your reader what has been done as convincingly and positively as you can.
- If what went wrong was a rare, unavoidable event, you should explain this.
- Sometimes you will need to explain how a product should be used or cared for.
- Of course whatever you do must be ethical--- supported by truth and integrity.

DELIVERING GOOD NEWS

- Begin directly with the good news.
- The remainder of the message is customer welcome and subtle selling.
- Use reader emphasis and positive language.
- The message closes with a note of appreciation and a friendly, forward look.

USING INDIRECTNESS FOR BAD NEWS

- Claim situations may appear to be bad-news situations.
- Usually bad-news situations are handled in indirect order. But claims are exceptions--for two good reasons.
 - First, the businesspeople want to know when something is wrong with their products or services so they can correct the matter. Thus, there is no reason for delay or a gentle treatment.
 - Second, directness lends strength, and strength in a claim enhances the likelihood of success.
- Outlining the claim message:
 - Begin directly. Tell what is wrong.
 - Identify the situation (invoice number, product information, etc.).
 - Present enough of the facts to permit a decision.
 - Seek corrective action.
 - End positively ---- friendly.

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