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**Introduction to Management**

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# Need for Business Letters

- **Formal Communication:** Business letters are a formal way of communication in professional environments.
- **Documentation:** Serve as records for future reference.
- **Clarity and Precision:** Convey clear, concise, and accurate information.
- **Legal Importance:** Some business letters may have legal significance or contractual value.

# Functions of Business Letters

- **Communication of Information:** Conveying clear messages between parties.
- **Requesting Action or Information:** Asking for reports, quotations, or permissions.
- **Providing Responses:** Replying to inquiries, requests, or complaints.
- **Building Relationships:** Maintaining professional relationships with clients, partners, or employees.
- **Formal Record:** Serves as a written record of decisions, agreements, or instructions.

# Kinds of Business Letters

- **Inquiry Letter:** Requests information or clarification.
- **Order Letter:** Places orders for goods or services.
- **Complaint Letter:** Addresses dissatisfaction or issues with products or services.
- **Adjustment Letter:** Responds to a complaint or request for a resolution.
- **Application Letter:** Job application or request for consideration.
- **Recommendation Letter:** Endorsement for a person or organization.
- **Appointment Letter:** Confirms employment or meeting details.
- **Resignation Letter:** Formal notice of leaving a job.

# Essentials of an Effective Business Letter

- **Clear Purpose:** The letter should have a clear and specific goal.
- **Concise and Direct Language:** Avoid unnecessary details; keep the letter to the point.
- **Professional Tone:** Maintain a courteous and formal tone.
- **Proper Salutation and Closing:** Use appropriate greetings and sign-offs.
- **Correct Grammar and Punctuation:** Ensure language is grammatically correct.
- **Signature:** Include a handwritten or digital signature.

# The Language of a Business Letter

- **Formal and Polite:** Use polite, respectful language with a formal tone.
- **Professional Vocabulary:** Avoid casual or slang terms; use business-specific terms when appropriate.
- **Clear and Precise:** Avoid ambiguity, be straightforward.
- **Positive and Constructive:** Even when addressing complaints or issues, the tone should be positive and solution-oriented.
- **No Jargon or Complex Sentences:** Ensure readability by using simple language and short sentences.

# Physical Appearance of a Business Letter

- **Letterhead:** Include company name, logo, address, and contact information at the top (if applicable).
- **Margins:** Standard 1-inch margins on all sides.
- **Spacing:** Use single spacing for the body, and double space between paragraphs.
- **Font and Size:** Use a professional font (e.g., Times New Roman, Arial) in size 10-12.
- **Alignment:** Typically left-aligned for formal business letter

# Planning the Letter

- **Identify Purpose:** What is the objective of the letter? Is it to inform, request, complain, or respond?
- **Audience Consideration:** Understand the recipient's needs, expectations, and background.
- **Key Points to Include:** Make a list of the main points you want to communicate.
- **Tone and Language:** Choose a formal, respectful tone appropriate for the recipient.
- **Structure:** Decide on the type of letter (formal, semi-formal, etc.) and plan the layout.
- **Review and Edit:** Always revise the letter for clarity, tone, and correctness before sending.



# Conclusion

- Business letters are vital for clear, professional communication in the business world.
- Proper planning, structure, and language can ensure that the letter fulfills its purpose.
- Always review the letter for accuracy and professionalism before sending.