

## UNIT II

### Oral Communication vs Written Communication

In simpler language, the essential difference between oral and written communication is that the ear captures the former, while the latter is captured by sight.

The main difference between oral and written communication is that oral communication is an exchange of information through spoken words, and the latter is an exchange of information through written words.

Aspect	Oral Communication	Written Communication
Medium	Spoken.	Written.
Transmission Speed	Immediate.	It can be delayed.
Feedback	Instantaneous.	Delayed or no feedback.
Verifiability	Difficult to verify or prove unless recorded.	Easily verifiable or provable.
Retention	Relies on memory and attention.	Provides a permanent record.
Formality	It can be informal or formal.	It can be informal or formal.
Precision	More prone to errors or omissions as there is no going back.	Allows for careful editing and proofreading.
Flexibility	Allows for spontaneity and adaptation.	Allows for careful revision and editing.
Interactivity	Enables immediate interaction and clarification.	Limited direct interaction, usually one-way.
Non-Verbal Cues	Includes facial expressions, tone, gestures, etc.	Relies solely on written words.
Legal Validity	Usually not legally binding.	Can have legal validity (contracts, agreements).
Documentation and Traceability	No physical record.	Provides a tangible record of communication.
Requirements	You must know how to speak to communicate a message and to hear to receive it.	You must know how to write to send a message and read to receive it.

## What is Oral Communication?

Oral communication refers to the transmission of messages through speech. This form of communication is the most common and used in our daily lives.

Oral communication is the oldest way humans have had to express themselves. The need to express information, knowledge and ideas made our ancestors begin to establish communication between them.

However, over time, they learned to form certain words until they had the verbal language of today. We understand oral communication as exchanging information between two or more people in real-time.

Oral communication continues to be temporary and immediate. In addition, it relies on non-verbal elements such as gestures, grimaces, and body language to emphasize the message.

### Advantages of Oral Communication

Oral communication has several advantages, such as:

- Interactive and engaging.
- Facilitates active listening and understanding.
- Immediate feedback and clarification.
- Allows for spontaneous conversations.
- Builds rapport and interpersonal connections.
- Fosters better comprehension and retention.
- Enables quick decision-making.
- Promotes collaboration and teamwork.
- Adaptable to the needs of the audience.
- Provides opportunities for persuasive communication.
- Builds public speaking and presentation skills.
- Encourages effective negotiation and conflict resolution.

### Examples of Oral Communication

Oral communication is the exchange of information through speech. It is typically instantaneous and interactive. Below are some examples:

#### 1. Workplace Meeting

**Example:** A team leader of a particular project shares updates on current projects with the members at a weekly meeting. Team members share their progress, challenges, and next steps during the meeting.

**Objective:** To facilitate collaboration, clarify goals, and solve problems.

#### 2. Presentations

**Example:** A marketing manager presents a new product launch to stakeholders. The manager explains product features, benefits, and target markets in the presentation, using visual aids to make it easy for the audience to understand.

**Objective:** To convince or enlighten an audience.

### **3. Customer Service Calls**

**Example:** A customer reports a problem with a product by calling a support helpline. The representative listened, gave troubleshooting steps and reassured the customer.

**Objective:** To solve issues and satisfy customers.

### **4. Classroom Discussions**

**Example:** A teacher solicits students' opinions on a historical event. Students are in a discussion, questioning and debating each other's views.

**Objective:** To better understand through interactive learning.

### **5. Casual Conversations**

**Example:** Friends are discussing their weekend plans over coffee. They are brainstorming and deciding on where to go and what to do.

**Objective:** To build relationships and share personal information.

## **What is Written Communication?**

Simply put, written communication refers to exchanging information, ideas, or messages through written words.

Prehistoric humans communicated by painting pictures or signs on walls or floors that conveyed an idea in written form. Today, emoticons, emojis, etc., convey emotions in written form and provide emotional context to text messages, emails, or social media posts.

You might think we don't communicate as much in writing, but you would be wrong. What you are doing right now is part of written communication. Reading articles, watching videos, responding to emails or using instant messaging applications are one or another form of written communication.

Written communication is exchanging information through a physical channel, such as a piece of paper, a screen, or even the ground.

An example is all the messages we send daily through WhatsApp or social networks.

This type of communication is characterized by not being simultaneous and being planned. In addition, the message generated by written communication is for the long term.

## **Advantages of Written Communication**

- Provides a permanent record of communication.
- Allows for careful organization and revision of content.
- Provides a clear and precise message.
- Enables communication over long distances and time.
- Can be read and responded to according to one's convenience
- Facilitates the sharing of complex or detailed information.
- Supports documentation and record-keeping.
- Can reach a wider audience and be distributed widely.

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- Allows for careful editing and proofreading.
- Provides a platform for formal and official communication.
- Can be referenced and reviewed at a later time.
- Allows for effective communication when verbal communication is not possible.

### **Examples of Written Communication**

Listed are some popular examples of written communication:

- **Letters** – They are a clear example since the sender writes his message on a physical channel and sends it to his recipient. Here, neither the place nor the time is the same, but the communication will occur if both know the code (the language).
- **Emails** – Emails are like letters but more modern. With emails, you can send the same message to many recipients simultaneously and in different parts of the world in real-time.
- **Brochures, billboards** – All forms of advertising that are on physical support both on the street and on social networks or the Internet and that are written are forms of written communication. Slogans, logos, images, etc.
- **Press, books, magazines** – These products can be consumed both physically and online and are a form of written communication.

### **Choosing Between Oral and Written Communication**

Oral and written communications differ based on the purpose, urgency, audience and need for communication. Here's a detailed comparison -

When to Choose Oral Communication

#### **1. Requirement for Instant Response**

**Situation:** Brainstorming sessions, team discussions, or diagnosing customer problems.

**Reason:** Oral communication will be effective because of instant questions, clarifications, and responses.

#### **2. Expressive Emotion or Relationship Building**

**Scenario:** Apologizing for something, offering praise, or motivating people.

**Reason:** Tone of voice, facial expressions, and body language add emotional appeal.

#### **3. Informal or Casual Situations**

**Scenario:** Talking about weekend plans with friends or casually assigning tasks at work.

**Reason:** Oral communication is more personal and conversational.

#### **4. Emergency Decision-Making Situations**

**Scenario:** Emergency evacuations or urgent workplace decisions.

**Reason:** The communication process is faster than writing.

#### **5. Topics That Require Real-Time Explanation**

**Scenario:** Complex topics.

**Reason:** Talking to someone is faster and more effective than writing.

**Scenario:** A teacher explaining a challenging science concept or a manager navigating a team on a new product application.

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**Reason:** Real-time interaction ensures better understanding.

When to Choose Written Communication

**1. Need for Record-Keeping**

**Scenario:** Contracts, meeting minutes, or policy documents.

**Reason:** Written communication provides a permanent and verifiable record.

**2. Delivering Detailed or Complex Information**

**Scenario:** Submitting a research report, sending product manuals, or drafting legal agreements.

**Reason:** Allows for a structured and comprehensive presentation of information.

**3. Formal or Professional Contexts**

**Application:** Writing business proposals, official emails, or cover letters.

**Purpose:** Written communication reflects a professional and clear expression of ideas.

**4. For a Mass Audience**

**Application:** Company announcements, newsletters, or social media updates.

**Purpose:** Written communication enables a broader audience to be reached quickly.

**5. Time-Zone or Geographical Constraints**

**Application:** International teams sending information to someone unavailable to take a call.

**Purpose:** It allows the recipients to answer with written messages at their convenience.

**Conclusion**

We use verbal communication in personal conversations since it takes less time and it is easier to express our feelings and moods. However, written communication is used in business and official matters as it is the most reliable mode of communication. We hope this blog was helpful.

Oral & Written Communication

**1. Meaning of Communication**

Communication is the process of exchanging thoughts, ideas, information, or emotions between individuals or groups. It can be verbal or non-verbal, formal or informal, written or spoken. Effective communication ensures clarity, understanding, and a proper flow of information.

**A. Oral Communication – Meaning**

Oral communication refers to the transmission of messages through spoken words. It includes face-to-face conversations, speeches, phone calls, video conferences, and discussions. It is the most natural form of communication that allows immediate feedback and expression.

**B. Written Communication – Meaning**

Written communication is the exchange of information through written symbols, letters, documents, emails, reports, and social media texts. It is a formal way of communicating and is used for documentation, legal matters, and professional exchanges.

## 2. Features of Oral & Written Communication

### A. Features of Oral Communication

1. **Spontaneous & Immediate** – Responses are quick, allowing real-time interaction.
2. **Personal Touch** – Tone, pitch, and gestures enhance the effectiveness of the message.
3. **Temporary in Nature** – No permanent record unless recorded.
4. **Flexible** – Can be modified or corrected instantly.
5. **Informal or Formal** – Used in both casual and professional settings.
6. **Less Time-Consuming** – Faster than writing and reading a document.
7. **Subject to Interpretation** – Tone and accent can change meaning.

### B. Features of Written Communication

1. **Permanent Record** – Creates a lasting document for future reference.
2. **Time-Consuming** – Requires careful drafting, proofreading, and structuring.
3. **Precise & Clear** – Eliminates ambiguity with structured language.
4. **Legal Validity** – Can be used as evidence in legal matters.
5. **Delayed Feedback** – Unlike oral communication, responses take time.
6. **Less Personal** – Lacks body language, emotions, and vocal tone.
7. **Requires Writing Skills** – Effective written communication demands good grammar and clarity.

## 3. Advantages & Disadvantages of Oral Communication

### A. Advantages of Oral Communication

1. **Quick & Efficient** – Allows for instant message delivery and immediate feedback.
2. **Saves Time & Effort** – No need for writing and lengthy explanations.
3. **Encourages Personal Connection** – Builds relationships and trust.
4. **Flexible & Adaptable** – Can be modified according to the audience's reaction.
5. **Helpful for Persuasion & Negotiation** – Used in debates, discussions, and sales.
6. **Clarity through Voice Modulation** – Tone, pitch, and emphasis help in understanding the message better.
7. **Good for Group Communication** – Useful for teamwork, discussions, and leadership.

### B. Disadvantages of Oral Communication

1. **Lack of Permanent Record** – Cannot be referred to later unless recorded.
2. **Easily Misinterpreted** – Tone or words can be misunderstood.
3. **No Legal Validity** – Not acceptable as legal evidence.
4. **Not Suitable for Complex Messages** – Difficult to convey technical or detailed information orally.
5. **Requires Active Listening** – Effective communication depends on the listener's attention.
6. **Geographical Barriers** – Requires technology for long-distance communication.

#### **4. Advantages & Disadvantages of Written Communication**

##### **A. Advantages of Written Communication**

1. **Provides a Record** – Documents can be stored and referenced later.
2. **Enhances Clarity & Precision** – Reduces confusion and misunderstandings.
3. **Legally Acceptable** – Can serve as proof in legal and professional matters.
4. **Suitable for Complex Information** – Detailed explanations, statistics, and data can be easily conveyed.
5. **Ensures Uniformity** – Information remains consistent without modification.
6. **Can Be Reviewed Before Sending** – Errors can be corrected before finalizing the message.
7. **Reaches a Wider Audience** – Emails, reports, and articles can be shared globally.

##### **B. Disadvantages of Written Communication**

1. **Time-Consuming** – Requires careful writing, proofreading, and formatting.
2. **Delayed Feedback** – Slower than oral communication as responses take time.
3. **Lacks Personal Touch** – Does not convey emotions, tone, or gestures.
4. **Costly in Some Cases** – Printing, postal services, and distribution can be expensive.
5. **Requires Good Writing Skills** – Poor writing can lead to miscommunication.
6. **Rigid & Difficult to Modify** – Once printed or sent, corrections are difficult.

#### **5. Types of Oral & Written Communication**

##### **A. Types of Oral Communication**

1. **Face-to-Face Communication** – Direct interaction between individuals (e.g., meetings, personal talks).
2. **Telephonic Communication** – Conversations through phone calls.
3. **Video Conferencing** – Virtual communication via platforms like Zoom or Google Meet.
4. **Public Speaking** – Includes speeches, presentations, and lectures.
5. **Meetings & Discussions** – Used in corporate, academic, and social settings.
6. **Interviews** – One-on-one communication between interviewer and interviewee.
7. **Podcasts & Radio Communication** – Audio communication for mass audiences.

##### **B. Types of Written Communication**

1. **Formal Written Communication**
  - **Business Letters** – Official correspondence for professional matters.
  - **Reports** – Analytical documents presenting research findings.
  - **Memos** – Internal communication within an organization.
  - **Emails** – Digital communication widely used in workplaces.
  - **Notices & Circulars** – Announcements and guidelines.
2. **Informal Written Communication**
  - **Personal Letters** – Used for communication between friends or family.

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- **Text Messages & Chats** – Instant messaging platforms like WhatsApp.
  - **Social Media Posts** – Written communication on Twitter, Facebook, Instagram.
  - **Blogs & Articles** – Writing for online platforms.
3. **Legal & Official Communication**
- **Contracts & Agreements** – Legally binding documents.
  - **Policies & Regulations** – Rules and guidelines.
  - **Government Documents** – Official notices, legal papers.

**6. Differences Between Oral & Written Communication**

Feature	Oral Communication	Written Communication
Mode	Spoken	Written
Speed	Fast & instant	Slower & time-consuming
Record Keeping	No permanent record	Permanent record available
Feedback	Immediate	Delayed
Clarity	Can be ambiguous	More precise
Legal Validity	Not legally valid	Legally valid
Emotion & Expression	Rich in tone & gestures	Lacks tone & personal expression
Modification	Easily altered during conversation	Difficult to modify once sent

**7. Importance of Oral & Written Communication**

1. **In Business** – Used for meetings, negotiations, official reports, and corporate communication.
2. **In Education** – Helps in teaching, research, assignments, and academic papers.
3. **In Personal Life** – Strengthens relationships through conversations and letters.
4. **In Government & Legal Matters** – Used for documentation, laws, policies, and agreements.
5. **In Digital Media** – Used for emails, blogs, social media, and online collaboration.

**Conclusion**



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Both oral and written communication are essential in different contexts. Oral communication is best suited for quick discussions and personal interactions, while written communication is preferred for formal documentation and legal purposes. A combination of both ensures effective and efficient communication.

### **What is an Annual Report?**

An annual report is a comprehensive report detailing a company's activities throughout the preceding year. Its purpose is to provide users, such as shareholders or potential investors, with information about the company's operations and financial performance.

**A traditional annual report is an in-depth, comprehensive overview of a business's achievements and financial statements from the preceding year.** It is produced on a yearly basis, and provided to shareholders, investors, stakeholders and others to inform them of the organization's overall performance, financial status, and vision for the future.

**Today, annual reports are often used as marketing tools for organizations to impress shareholders, investors, or donors; attract new ones; and to showcase their brand to employees, clients and others.**

They share information in a way that's exciting and easy to understand, and serve as great branding assets. These types of annual reports can also be referred to as 'year-in-review' reports, highlighting major milestones for that year.

### **What Does an Annual Report Contain?**

Annual reports provide a significant amount of information for its readers who will be able to get a good overview of the company's overall performance in the preceding year. It is important to note that many annual reports are not traditional reports with large amounts of text; many companies often incorporate a lot of graphics and images, resulting in a visually appealing document.

The structure of annual reports undoubtedly will vary according to each company, but most annual reports will generally contain the following:

- A letter from the president or CEO
- Performance highlights from the preceding year
- Financial statements
- Performance and outlook for future years

We will briefly go through each item in detail below:

#### *1. Letter from the CEO*

The letter from the CEO is addressed to shareholders and provides a summary of the company's performance in the previous year. CEOs typically spend a lot of time on their letters to highlight

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the company's achievements, as its performance is relative to the industry it operates in. The letter would likely mention the information of interest to shareholders since they are the primary readers of the report.

## *2. Performance Highlights*

Annual reports usually dedicate a section to highlighting some of the company's key achievements, such as special initiatives, goals reached, or awards received by the company or its employees. The main goal of the section is to ensure that shareholders are satisfied with their investment in the company and persuade potential investors to do the same.

## *3. Financial Statements*

Financial statements are a key component of the annual report and provide its users with quantitative data regarding specific aspects of its financial performance in the previous fiscal year.

Annual reports typically include financial statements, such as balance sheets, income statements, and cash flow statements. In addition, there will often be graphs or charts included, helping break down the financials into easily readable information.

## *4. Outlook for Future Years*

Annual reports typically include information regarding its future performance in order to provide shareholders with information on the company's future goals and objectives. Investors are able to get a thorough understanding of the company's current position in its respective industry and the company's plans for future growth. The reports also include information regarding a company's strategy and how it plans to implement that strategy in the coming years.

## *5. Format*

While hardcopy annual reports are still common, electronic versions are increasingly popular and can be found on the websites of many companies. Electronic versions allow the reports to be made accessible to a larger audience in PDF or other formats.

Increasingly common are interactive online reports, which allow users to virtually flip through the report and expand graphics, among other things.

## **Who Uses Annual Reports?**

Annual reports are often publicly available and cater to a large external audience, including shareholders, potential investors, employees, and customers. The general community can also be an audience, as some companies or non-profit organizations will likely go through another company's annual report to better understand the latter's values to see if a partnership or other collaborative efforts are feasible.

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While they are primarily used to convey financial and performance-related information, the annual report is also used as an advertising tool to highlight some of the company's key initiatives or goals that were recently achieved.

*1. Shareholders and Potential Investors*

Shareholders and potential investors use annual reports to get a better understanding of the current position of the company in order to make investing decisions. The annual report helps potential investors decide whether or not to purchase stock. It also gives insight into the future plans of the company, along with its goals and objectives.

*2. Employees*

Employees often use the annual report to understand some of a company's different focus areas. Many employees are also shareholders of a company due, in part, to stock option benefits and other schemes, which provide employees with incentives in being shareholders.

*3. Customers*

Customers of a company use annual reports to get an overview of different companies and help them decide on which one to build a relationship with. Customers are interested in working with high-quality suppliers of products or services, and an annual report enables companies to emphasize its core values and objectives.

They also make good use of the financial information contained in the annual report, which gives them a good idea of the financial position of the company.

**What are Meeting Minutes?**

Meeting minutes are notes that are recorded during a meeting. They highlight the key issues that are discussed, motions proposed or voted on, and activities to be undertaken. The minutes of a meeting are usually taken by a designated member of the group. Their task is to provide an accurate record of what transpired during the meeting.

**Steps Involved in Recording Meeting Minutes**

There are five main steps involved in recording the minutes of a meeting. They are:

- Pre-planning
- Record-taking
- Writing or transcribing the minutes
- Sharing meeting minutes
- Filing or storage of minutes for referencing in the future

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*Pre-Planning*

If a meeting is well-planned in advance, taking minutes will be a lot easier. That said, the chairperson and the secretary or minutes-recorder should work together to determine the agenda of the meeting beforehand. For example, the person recording minutes could work with the chair to draft a document that will serve as an agenda and provide the format for the meeting.

**Meeting Agenda**

If it's not possible for the chair and secretary to meet and come up with a draft, then it's up to the secretary to get a copy of the agenda before the meeting starts. The meeting agenda will serve as a guide for how to take notes and prepare the minutes. In addition, the agenda also includes other details, which need to be incorporated in the minutes. They include:

- Names of all the members present – includes guests and speakers
- Documents that may be handed out as the meeting progresses, such as copies of a list of proposals to be voted on

**Expectations**

When an individual is chosen as the minutes recorder, it's important for them to know what is expected of them. Therefore, the individual should approach the chair of the committee and ask what their role in the meeting will be. For example, if the meeting will involve proposing motions, the designated member should inquire as to whether he should include the names of those proposing motions and those seconding.

**What to Include in Meeting Minutes**

Before recording any details, a designated minutes recorder should familiarize themselves with the type of information that they should record. A group may be using a specific format to record notes but, overall, the minutes of a meeting typically include the following details:

- Date and time the meeting happened
- Names of attendees, as well as absent participants
- Acceptance of, or amendments made to, the previous meeting's minutes
- Decisions made regarding each item on the agenda, such as:
  - Activities undertaken or agreed upon
  - Next steps
  - Outcomes of elections
  - Motions accepted or rejected
  - New business
  - Date and time of the next meeting

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### The Process of Writing Meeting Minutes

When the meeting ends, the individual tasked with writing minutes should get all the resources he needs to write up the minutes in a clear, presentable way. Here are some tips to consider:

- Once the meeting ends, don't take too long to write the minutes. This way, everything that took place in the meeting is still fresh in your mind.
- Review the outline that had been created earlier and make adjustments where necessary. This might include adding extra information or clarifying some of the issues raised. Also, check to see that all verdicts, activities, and motions were clearly recorded.
- Revise the minutes and ensure they're brief but clear.

### Distributing the Meeting Minutes

Once the secretary completes writing the minutes, he's supposed to share them with the group members. They can be shared online or through the cloud. Considering that minutes and other types of documents can entail a lot of paperwork, it may be preferable to use a paperless sharing approach.

For example, if the minutes recorder was documenting the minutes using Microsoft Word, which does not offer online sharing, then they might consider using Google docs, which offers a way of sharing documents online with other users.

The recorder is also supposed to save a copy of the meeting minutes for future reference.

### Minutes of Meetings – Detailed Notes

#### 1. Meaning of Minutes of Meetings

Minutes of meetings (MoM) are the **official written records** of discussions, decisions, and actions taken during a meeting. They serve as an important **document for reference, accountability, and decision-making** for future meetings.

#### Why Are Minutes Important?

- They provide a **formal record** of what transpired in a meeting.
- They help in **tracking decisions, responsibilities, and progress**.
- They ensure **accountability** among participants.
- They serve as a **legal and historical document**.
- They assist in **planning future meetings and actions**.

#### 2. Features of Minutes of Meetings

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**1. Accuracy and Conciseness**

- **Minutes should be precise and to the point**, capturing only the essential details of discussions, decisions, and actions.
- They should avoid **unnecessary information, personal opinions, or informal discussions**.

**2. Chronological Order**

- The information in minutes should be **structured in the order of events** as they occurred during the meeting.
- This makes it easier for readers to follow the flow of discussions.

**3. Impartial and Objective**

- The minutes should be **neutral and factual**.
- They should not reflect **personal biases, opinions, or exaggerated details**.

**4. Complete Documentation**

- A good minutes document includes:
  - **Date and time of the meeting**
  - **Names of participants (present & absent)**
  - **Agenda items discussed**
  - **Decisions made**
  - **Tasks assigned and deadlines**

**5. Legal and Official Recognition**

- Minutes of meetings are often **used as legal evidence** in disputes or audits.
- For organizations and companies, they serve as **proof of compliance with regulations and decisions taken**.

**6. Action-Oriented Approach**

- Well-written minutes emphasize **who is responsible for what action and by when**.
- Action items should be clearly defined so that tasks are easily trackable.

**3. Types of Minutes of Meetings**

Different types of minutes are used depending on the purpose of the meeting.

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**A. Action Minutes**

- **Focus:** They record the key **decisions and actions** to be taken after the meeting.
- **Structure:**
  - Name of the person assigned a task
  - Specific action to be taken
  - Deadline for completion
- **Example:**
  - *"Mr. Sharma will submit the financial report by October 15."*

**B. Discussion Minutes**

- **Focus:** These include **detailed discussions** that led to decisions.
- **Use Case:** Helpful when debates or differing opinions need to be recorded.
- **Example:**
  - *"Mr. Kumar suggested increasing the marketing budget, but Ms. Rina opposed it due to budget constraints. After discussion, a 5% increase was approved."*

**C. Verbatim Minutes**

- **Focus:** They record **every word spoken in the meeting**.
- **Use Case:** Typically used in **legal or highly formal settings**, such as board meetings, court proceedings, and government discussions.
- **Example:**
  - *"Mr. A: I propose that we increase the research budget. Mr. B: I second the proposal. Mr. C: Any objections? No objections. Motion approved."*

**4. Components of Minutes of Meetings**

Minutes follow a structured format to ensure clarity and completeness.

**A. Basic Information**

1. **Meeting Title** – The purpose of the meeting (e.g., "Board Meeting," "Annual General Meeting").
2. **Date and Time** – The exact date and time of the meeting.
3. **Location/Venue** – Where the meeting took place (physical or virtual).
4. **Chairperson's Name** – The person presiding over the meeting.
5. **Attendees** – List of all participants, including external guests if any.
6. **Absentees** – Names of those who were invited but did not attend.

**B. Main Content of the Minutes**

1. **Approval of Previous Minutes**
  - The meeting begins with a review of the minutes from the last meeting.
  - Any necessary corrections are made, and approval is given by the attendees.

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**2. Agenda Items Discussed**

- This section records each topic discussed as per the meeting agenda.
- Each agenda item is presented in a **structured manner**, highlighting key discussions and concerns.

**3. Discussions and Decisions**

- Summary of discussions, including key arguments and reasoning behind decisions.
- If voting took place, **the results should be recorded** (e.g., "Approved by a majority vote of 5-2").

**4. Action Items & Responsibilities**

- Clearly specify:
  - **What action is required?**
  - **Who is responsible?**
  - **What is the deadline?**

**5. Any Other Business (AOB)**

- Any additional matters raised by attendees that were not part of the original agenda.

**6. Next Meeting Details**

- Date, time, and venue of the next meeting.

**7. Adjournment**

- Time when the meeting officially ended.

**8. Signature Section**

- Signed by the **Chairperson and Secretary** for authentication.

**5. Best Practices for Writing Effective Minutes**

**1. Prepare in Advance**

- Have a **meeting agenda ready** before taking notes.
- Know the key **discussion points and expected decisions**.

**2. Use Clear and Simple Language**

- Avoid **technical jargon** or long sentences.
- Use **concise and precise wording**.

**3. Maintain Objectivity**

- Focus on **facts and decisions**, not personal opinions or emotions.

**4. Use a Standardized Format**

- Maintain **consistent formatting** across all meeting minutes for easy reference.



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5. Record Action Points Clearly


- Clearly define **who is responsible for what and by when**.


6. Review and Approve


- Once drafted, review for **accuracy and completeness**.
- Send to **all attendees for approval** before finalizing.

**6. Example of a Meeting Minutes Format**

Company Name

 **Meeting Date:** September 10, 2024

 **Time:** 10:00 AM – 11:30 AM

 **Venue:** Conference Room A

1. Attendees

- **Present:** Mr. Raj Sharma (Chairperson), Ms. Anita Mehta, Mr. Vivek Singh, Ms. Priya Rao
- **Absent:** Mr. Anil Kumar

2. Approval of Previous Minutes

- The minutes of the last meeting (August 25, 2024) were reviewed and approved.

3. Agenda Items

*3.1 Budget Allocation for Q4*

- Discussed increasing the marketing budget.
- **Decision:** Approved 5% increase.

*3.2 New Employee Training Program*

- HR department presented a proposal for online training.
- **Action:** Mr. Vivek Singh to finalize training modules by October 5.


4. Action Items


Action	Responsible Person	Deadline
Finalize training modules	Mr. Vivek Singh	October 5

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Action	Responsible Person	Deadline
Submit financial report	Ms. Priya Rao	September 30

#### 5. Next Meeting Details

 **Date:** October 15, 2024

 **Time:** 11:00 AM

#### 6. Adjournment

- The meeting was adjourned at **11:30 AM**.

#### 7. Signatures

 **Chairperson:** Raj Sharma

 **Secretary:** Anita Mehta

#### 7. Conclusion

Well-written minutes **improve transparency, accountability, and efficiency** in organizations. They ensure that **decisions and action items are documented for future reference**, making them an essential tool for effective business communication.

### What is E-correspondence?

When one firm writes an email to another firm, and the answers thereto to the mail is given then the correspondence between the firms is formed. Such correspondence when done through the online means of email than it is called E-correspondence.

When one firm writes an email to another firm, and the answers thereto to the mail is given then the correspondence between the firms is formed. Such correspondence when done through the online means of email than it is called **E-correspondence**.

Thus, E-correspondence is generally an election correspondence or the email correspondence. The use of the communication here is via electronic means. The information between the parties is exchanged through email addresses.

Therefore, it is viable for both the parties to give their correct email address. This is how both of them will receive the information.

#### Formal E-mail Writing

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Email writing is considered a very crucial part of any organization. It is generally considered as the only written form of communication. Therefore, it is given a lot of importance.

Also, the person sending the email needs to care as the email many times contains the private information of the company.

So, it is his duty that this information is not shared with anyone else. Before knowing more about the formal email writing, we should understand the concepts and features of email writing.

### **Concepts of E-mail**

E-mail which is a short form of an electronic mail is a very common way of formal communication in an organization. The process involves the sending and receiving of the message in the form of a text, file, image, etc.

There are also many options to send the automatic emails to more people using the mailing list and mail merge option. There are many forms of oil which are used in the organization.

They can vary from book chapters to business presentations to detailed contracts and many more. The graphics file or any artwork can also be transmitted through an email.

In today's age, many businesses revolve around the emails and the communication done through it. The reason is the advantages that email has against other forms of communication. The major one being 24 hours availability.

In the past decade email has become the most important form of business communication and thus many small businesses are starting to adopt it.

That is why many consultants are now advising the companies to shape up their emails so that it convenient to use them.

Another factor that is associated with email is the safety and security. Now, you easily and securely forward the texts, images, and videos through emails.

### **Features of E-mail**

**Cost-effective:** Emails are very cost-effective and also provides communication in a faster way as compared to other modes of communication. With the help of smartphones, you can send email easily from any time and anywhere.

**Packages:** With the help of messenger and Outlook, you can compose many formats of email. This can help you send it to anyone in no time. Also, the address box allows the sender to sends the email without any trouble. You can change the font size, highlight the important points, save the images, and many more using email.

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**Spam:** Any unwanted or unsolicited emails can be sent in the junk folders without any effort. These emails can be advertisements, promotions, job offers, etc which you are not interested in.

**Signature:** You can customize your signature based on your requirements in the email. Whenever you are replying to someone or emailing someone then this signature will automatically appear at the bottom of the email. Thus, you don't need to write your details again and again.

**Attachment:** This feature allows you to share any documents, presentations, pictures, videos, and many more along with the email. The size of attachment will be limited.

## **E-Correspondence**

### **1. Introduction to E-Correspondence**

E-correspondence, or electronic correspondence, refers to the exchange of information through electronic means, primarily via email. It has become an integral part of modern communication, especially in business and professional settings, due to its speed, efficiency, and accessibility.

### **2. Features of E-Correspondence**

E-correspondence offers several features that enhance communication:

- **Mass Distribution:** Allows sending messages to multiple recipients simultaneously, facilitating efficient dissemination of information.
- **Auto-Reply Functionality:** Enables automatic responses when the recipient is unavailable, ensuring timely acknowledgment of received messages.
- **Forwarding and Redirection:** Provides the ability to forward messages to other parties or redirect them as needed.
- **Address Book Integration:** Stores multiple contacts for quick and easy retrieval, streamlining the communication process.
- **Delivery Notifications:** Offers notifications to confirm whether a message has been successfully delivered.
- **Digital Signatures:** Allows the inclusion of electronic signatures for authenticity and professionalism.
- **Attachment Support:** Facilitates sending files, images, and other media in compressed formats.
- **Timestamping:** Automatically records the date and time on each email, providing a chronological record.
- **Mobile Access:** Enables access to emails on the go via mobile devices, ensuring constant connectivity.
- **Calendar Integration:** Integrates with calendars and appointment systems for scheduling and reminders.
- **Search Functionality:** Allows users to search for specific emails using keywords, subjects, or other criteria.

- **Organizational Tools:** Offers folder creation and automatic sorting rules to manage conversations and prioritize messages.

### **3. Benefits of E-Correspondence**

The advantages of e-correspondence have made it indispensable in today's business environment:

- **Cost-Effectiveness:** Reduces expenses associated with traditional mail, such as postage and paper.
- **Global Reach:** Enables instant communication with individuals and organizations worldwide.
- **Documentation:** Automatically records all interactions, providing a verifiable trail for future reference.
- **Efficiency:** Streamlines communication processes, allowing for quick dissemination and response to information.
- **Environmental Impact:** Minimizes the use of paper, contributing to eco-friendly practices.

### **4. Best Practices for Effective E-Correspondence**

To maximize the effectiveness of e-correspondence, consider the following guidelines:

- **Clear Subject Lines:** Use descriptive and concise subject lines to inform recipients of the email's purpose.
- **Professional Tone:** Maintain a formal and respectful tone, appropriate to the context and audience.
- **Conciseness:** Be brief and to the point, avoiding unnecessary information.
- **Proofreading:** Check for spelling and grammatical errors to ensure clarity and professionalism.
- **Timely Responses:** Reply to emails promptly to maintain effective communication.
- **Confidentiality:** Be mindful of sensitive information and use encryption when necessary.
- **Attachment Management:** Ensure that attachments are appropriately labeled and in accessible formats.
- **Legal Compliance:** Adhere to relevant laws and regulations governing electronic communications.

### **5. Challenges of E-Correspondence**

Despite its advantages, e-correspondence presents certain challenges:

- **Information Overload:** The ease of sending emails can lead to an overwhelming volume of messages.
- **Security Risks:** Electronic communications are susceptible to hacking, phishing, and other cyber threats.
- **Miscommunication:** Lack of non-verbal cues can result in misunderstandings.

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- **Technical Issues:** Dependence on technology means that system failures can disrupt communication.
- **Informal Habits:** The casual nature of emails can sometimes lead to unprofessional language or formatting.

## **6. Conclusion**

E-correspondence has revolutionized the way we communicate, offering unparalleled convenience and efficiency. By understanding its features, benefits, and best practices, individuals and organizations can harness its full potential while mitigating associated challenges.

## **SPOKEN ENGLISH FOR BUSINESS COMMUNICATION**

### **Introduction**

Spoken English is an essential skill for business communication, ensuring clear, concise, and professional interaction. It enhances credibility, fosters relationships, and improves efficiency in workplace settings. Mastering spoken English requires continuous practice, vocabulary enrichment, fluency, pronunciation accuracy, and confidence-building techniques.

### **1. Importance of Spoken English in Business Communication**

#### **a. Clear Communication**

- Helps convey ideas, opinions, and instructions effectively.
- Reduces the chances of miscommunication and errors.
- Enhances collaboration across teams, departments, and international businesses.

#### **b. Professionalism**

- Strengthens credibility in business meetings, emails, and presentations.
- Helps in maintaining a polite and respectful tone in interactions.
- Increases confidence when dealing with clients, colleagues, and superiors.

#### **c. Career Growth**

- Opens doors for better job opportunities and promotions.
- Enables participation in global business interactions and networking events.
- Helps in handling professional interviews and appraisals effectively.

#### **d. Effective Teamwork**

- Facilitates productive discussions and brainstorming sessions.
- Encourages healthy professional relationships and team bonding.
- Promotes efficient conflict resolution within the workplace.

## **2. Enhancing Spoken English Skills**

### **a. Vocabulary Development**

- Learn new words daily and use them in conversations.
- Focus on business-specific vocabulary like financial, marketing, and technical terms.
- Maintain a vocabulary journal and review it regularly.

### **b. Pronunciation and Intonation**

- Practice correct pronunciation using phonetics and audio tools.
- Focus on stress and intonation to make speech more engaging.
- Record and listen to your own speech for self-improvement.

### **c. Grammar and Fluency**

- Strengthen grammar rules for structured and meaningful sentences.
- Practice speaking in full sentences rather than fragmented phrases.
- Engage in impromptu speaking exercises to enhance fluency.

### **d. Active Listening**

- Listen to podcasts, TED Talks, and business discussions.
- Take notes while listening and summarize key points.
- Engage in conversations with fluent speakers for improvement.

### **e. Speaking Practice**

- Participate in group discussions, role-playing activities, and public speaking.
- Practice speaking on different topics daily.
- Engage in mirror-speaking exercises to build confidence.

## **3. Oral Presentation Skills**

### **a. Planning and Structure**

- Develop a clear outline: Introduction, Main Content, Conclusion.
- Structure content logically for better understanding.
- Use bullet points to organize information effectively.

### **b. Using Visual Aids**

- Incorporate slides, infographics, and charts for clarity.
- Ensure visuals complement the speech rather than replace it.

c. Delivery Techniques

- Maintain eye contact to engage the audience.
- Use appropriate hand gestures and body language.
- Modulate voice tone, speed, and volume to maintain interest.

d. Engaging the Audience

- Ask open-ended questions for interaction.
- Use storytelling techniques to make presentations engaging.

e. Handling Questions

- Listen carefully and respond with well-structured answers.
- Stay composed and professional, even when challenged.

**4. Overcoming Public Speaking Anxiety**

a. Preparation and Practice

- Rehearse speeches multiple times before presenting.
- Use cue cards or prompts for reference.

b. Breathing and Relaxation Techniques

- Practice deep breathing to control nervousness.
- Use relaxation techniques like visualization and mindfulness.

c. Positive Mindset

- Replace self-doubt with confidence-building affirmations.
- Focus on delivering value rather than perfection.

d. Gradual Exposure

- Start with small group presentations before large audiences.
- Seek feedback and work on areas of improvement.

**5. Effective Negotiation Skills**

a. Preparation

- Research the subject matter and understand both parties' perspectives.
- Define clear objectives and possible compromises.



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**b. Communication**

- Speak confidently and assertively.
- Listen actively and acknowledge the other party's concerns.

**c. Problem-Solving Approach**

- Focus on solutions that benefit both parties.
- Stay flexible and open to alternative solutions.

**d. Building Relationships**

- Foster mutual trust and respect.
- Keep emotions in check and maintain professionalism.

**6. Telephonic Communication Skills**

**a. Preparation**

- Keep notes and important documents ready.
- Structure the conversation before making a call.

**b. Professional Etiquette**

- Start with a polite greeting and introduction.
- Use a clear, friendly, and respectful tone.

**c. Clarity and Conciseness**

- Speak at a moderate pace with proper enunciation.
- Keep conversations to the point.

**d. Active Listening**

- Avoid interrupting the speaker.
- Confirm details for accuracy.

**e. Follow-Up**

- Send a follow-up email summarizing the discussion.
- Ensure agreed actions are completed.

**7. Conducting and Facing Interviews**

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**a. Conducting Interviews**

- Prepare structured and relevant questions.
- Create a comfortable and professional interview environment.

**b. Facing Interviews**

- Research the company and role before the interview.
- Dress professionally and maintain positive body language.
- Answer questions confidently with relevant examples.
- Ask insightful questions to show enthusiasm and interest.
- Send a follow-up thank-you note post-interview.

**8. Group Decision-Making and Participation**

**a. Conducting Group Decisions**

- Clearly define objectives and expectations.
- Encourage participation and diverse perspectives.
- Aim for consensus while respecting differing opinions.

**b. Participating in Group Discussions**

- Listen attentively and contribute valuable insights.
- Express ideas clearly and respectfully.
- Support group decisions for collective success.

**9. Effective Business Presentations**

**a. Content and Organization**

- Define clear objectives and structure key points logically.
- Use simple, concise language for better understanding.

**b. Features of a Good Presentation**

- Engaging delivery and clear articulation.
- Effective use of visuals and supporting materials.
- Interactive elements to retain audience attention.

**c. Delivering a Presentation**

- Rehearse multiple times for confidence.
- Maintain proper voice modulation and body language.
- Summarize key takeaways and end on a strong note.

## Conclusion

Developing strong spoken English skills for business communication enhances professionalism, career growth, and workplace success. By practicing daily, improving listening and speaking skills, and building confidence, individuals can achieve effective and impactful communication in professional settings.

## 1. Introduction to Office Correspondence

Office correspondence refers to **written communication** between individuals, departments, organizations, and institutions. It serves as a formal means of conveying information, policies, reports, and requests.

### Importance of Office Correspondence

- Ensures **effective communication** within and outside the organization.
- Provides a **permanent record** of communication.
- Facilitates **smooth business operations** and regulatory compliance.
- Helps in maintaining **professional relationships**.

Office correspondence can be classified into **internal** (within an organization) and **external** (with other organizations, clients, or government bodies).

## 2. Purpose of Correspondence

Office correspondence plays a vital role in communication, record-keeping, and business relations. The primary purposes include:

### a. To Inform or Seek Information

- Used for **sharing information** among employees, departments, and external parties.
- Can be in the form of **memos, letters, reports, or proposals**.
- Helps in decision-making and documentation of key discussions.

### b. To Request or Persuade

- Used in **business negotiations, sales letters, and marketing communications**.
- Builds relationships with customers and stakeholders.
- Enhances the company's public image and goodwill.

### c. To Create a Permanent Record

- Provides a **legally valid proof** of transactions and decisions.
- Helps in future reference, conflict resolution, and audits.
- Maintains accuracy in company operations and external interactions.

### 3. Types of Office Correspondence

Office correspondence is broadly categorized into **internal and external communication**.

#### A. Internal Correspondence

##### 1. Memos (Memorandum)

- Used for daily **inter-office communication**.
- Brief and to the point, following a standard format.
- Example: Employee updates, policy changes, reminders.

##### 2. Circulars & Notices

- Intended for **wide distribution within the organization**.
- Used for official policies, event announcements, or procedural changes.

##### 3. Form Letters

- Pre-formatted letters sent to multiple recipients.
- Used for acknowledgments, receipts, interview calls, etc.

##### 4. Routine Administrative Letters

- Include **appointment, promotion, confirmation, termination, and leave letters**.

#### B. External Correspondence

##### 1. Letters on Commercial Matters

- Includes communication related to **enquiries, quotations, purchase orders, payments, complaints, and adjustments**.

##### 2. Sales, Marketing, and Public Relations Letters

- Aim to **promote business, introduce new products, and maintain customer relations**.
- Examples: Advertising campaigns, product launch letters.

##### 3. Customer Service Letters

- Used to address **customer complaints, queries, and service requests**.
- Helps maintain a good company reputation.

##### 4. Confirmation Letters

- Used to **confirm meetings, agreements, instructions, and transactions**.

##### 5. Social, Personal, and Miscellaneous Letters

- Used for **appreciation, condolences, invitations, and congratulatory messages**.

### 4. Parts of an External Letter

A business letter generally follows a structured format, including:

#### 1. Heading

- Contains **company name, address, phone number, and email**.
- Usually printed on the company's letterhead.

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2. Date

- Indicates when the letter was written.
- Format: *July 29, 2024* or *29th July 2024*.

3. Inside Address

- Includes recipient's **name, designation, company, and address**.

4. Salutation

- Used to greet the recipient (e.g., *Dear Sir, Dear Madam*).

5. Subject Line

- Highlights the purpose of the letter in a **single line**.

6. Body of the Letter

Divided into three parts:

- **Opening Paragraph** – Introduces the purpose of writing.
- **Main Paragraph** – Provides details, explanations, or offers.
- **Closing Paragraph** – Requests action, expresses gratitude.

7. Complimentary Close

- Formal ending (e.g., *Yours sincerely, Yours faithfully*).

8. Signature Block

- Includes the sender's **signature, name, and designation**.

9. Enclosures

- Lists any attached documents (e.g., *invoice, contract*).

10. Copy Distribution (CC & BCC)

- **CC (Carbon Copy)**: Sent to multiple recipients.
- **BCC (Blind Carbon Copy)**: Sent privately without others knowing.

**5. Formats of Business Letters**

Business letters follow different formats:

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**1. Full Block Format**

- All lines are aligned **to the left margin**.
- Commonly used in **formal business communication**.

**2. Block Format (Modified Block)**

- Date and signature aligned to the **right**.
- Provides a **balanced look**.

**3. Semi-Block Format**

- **Indented paragraphs** instead of block format.
- Gives a **polished and professional appearance**.

**6. Sample Business Letter**

**ABC Ltd.**

77, Main Road, New Delhi -110022

 **Date:** July 29, 2024

 **To:**

Mr. Suresh Gupta

Commercial Suppliers Ltd.

High Street, Bangalore -560035

 **Subject:** Order Confirmation

Dear Mr. Gupta,

We are pleased to confirm your order for **100 cartons of packing tapes**. The invoice for ₹12,09,000 is enclosed.

Due to high demand, 40 cartons have been dispatched today and will reach you within 12 days. The remaining order will be shipped within two weeks.

Thank you for your order. We look forward to doing more business with you in the future.

**Yours sincerely,**

(C. D. Koul)

Commercial Manager

 **Enclosure:** Invoice

**7. Summary**

- **Office correspondence** is a crucial aspect of communication in organizations.
- It can be classified as **internal (memos, circulars, notices)** and **external (business letters, sales letters, customer service letters, etc.)**.
- Business letters have a **structured format** and follow professional writing guidelines.

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- **Good correspondence skills** enhance business relationships and ensure smooth transactions.

**BUSINESS LETTERS** are formal documents used for professional communication between individuals, companies, or organizations. They serve various purposes, from conveying information to making requests or establishing formal agreements. Understanding the different types of business letters and their components is essential for effective professional correspondence.

**Common Types of Business Letters:**

**1. Cover Letters:**

- **Purpose:** Accompany a resume to introduce the applicant and highlight their suitability for a job position.
- **Components:** Introduction, explanation of interest in the position, summary of relevant experience, and a closing statement.

**2. Letters of Recommendation:**

- **Purpose:** Provide an endorsement of an individual's qualifications, skills, and character, typically for job applications or academic opportunities.
- **Components:** Introduction of the recommender, relationship to the candidate, specific examples of qualifications, and a strong endorsement.

**3. Interview Follow-Up Letters:**

- **Purpose:** Express gratitude for the interview opportunity and reiterate interest in the position.
- **Components:** Thank you message, key points from the interview, reaffirmation of interest, and contact information.

**4. Offer Letters:**

- **Purpose:** Formally extend a job offer to a candidate.
- **Components:** Position details, salary, benefits, start date, and any contingencies.

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**5. Sales Letters:**

- **Purpose:** Promote products or services to potential clients or customers.
- **Components:** Attention-grabbing opening, description of the product/service, benefits, call to action, and contact information.

**6. Letters of Complaint:**

- **Purpose:** Address issues or dissatisfaction with a product, service, or situation.
- **Components:** Description of the issue, impact, desired resolution, and contact information.

**7. Adjustment Letters:**

- **Purpose:** Respond to a complaint and outline steps taken to resolve the issue.
- **Components:** Acknowledgment of the complaint, apology if necessary, explanation of the resolution, and assurance of improved service.

**8. Inquiry Letters:**

- **Purpose:** Request information or clarification about products, services, or other business matters.
- **Components:** Clear statement of the inquiry, context or background information, specific questions, and contact details.

**9. Follow-Up Letters:**

- **Purpose:** Continue communication after an initial contact, such as a meeting or previous correspondence.
- **Components:** Reference to prior communication, summary of key points, next steps, and contact information.

**10. Resignation Letters:**

- **Purpose:** Formally notify an employer of an employee's intention to leave a position.
- **Components:** Statement of resignation, effective date, reason for leaving (optional), and expression of gratitude.



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**11. Thank-You Letters:**

- **Purpose:** Express appreciation for assistance, opportunities, or professional relationships.
- **Components:** Specific mention of what you're thankful for, the impact it had, and a closing statement.

**12. Adjustment Letters:**

- **Purpose:** Respond to a customer's complaint and inform them of the action taken to resolve the issue.
- **Components:** Acknowledgment of the complaint, steps taken to address it, and measures to prevent future occurrences.

**13. Order Letters:**

- **Purpose:** Place an order for products or services.
- **Components:** Details of the items or services, quantities, agreed prices, payment terms, and delivery instructions.

**14. Acknowledgment Letters:**

- **Purpose:** Confirm receipt of goods, services, or information.
- **Components:** Reference to what is being acknowledged, any pertinent details, and next steps if applicable.

**15. Recommendation Letters:**

- **Purpose:** Endorse an individual's qualifications and character for a specific opportunity.
- **Components:** Introduction of the recommender, relationship to the individual, specific examples of qualifications, and a strong endorsement.

**Common Components of Business Letters:**

- **Sender's Information:** Name, title, company, and contact details.
- **Date:** The date the letter is written.
- **Recipient's Information:** Name, title, company, and address.
- **Salutation:** A formal greeting, such as "Dear [Recipient's Name],"
- **Body:** The main content of the letter, organized into clear and concise paragraphs.

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- **Closing:** A formal sign-off, such as "Sincerely," or "Best regards,"
- **Signature:** Handwritten or digital signature, followed by the sender's typed name and title.
- **Enclosures:** Mention of any additional documents included with the letter.

Understanding these various types of business letters and their components can enhance your professional communication skills and ensure your messages are clear, appropriate, and effective.