

BUSINESS LETTERS

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LETTERS

A woman with dark hair and glasses is sitting at a desk, focused on writing a letter. She is wearing a light-colored, short-sleeved shirt. Her right hand is holding a pen and writing on a white sheet of paper. The background is slightly blurred, showing a wooden desk and a white wall. The text is overlaid on the image in a red, serif font.

TYPES OF BUSINESS LETTERS

- ✓ JOB APPLICATION AND ATTACHMENTS
- ✓ RECCOMENDATION LETTERS
- ✓ ACKNOWLEDGEMENT LETTERS
- ✓ ACCEPTANCE LETTERS
- ✓ AGREEMENT LETTERS
- ✓ ANNOUNCEMENT LETTERS
- ✓ SALES LETTERS

A woman with dark hair, wearing a light-colored striped shirt, is leaning over a desk. She is holding a pen in her right hand and appears to be writing on a white sheet of paper. The background is slightly blurred, focusing attention on her and her work.

Business Letters

Significance:

- Assist in sustaining business relationship
- To convey complex information
- Serve as permanent record
- To reach a large and geographically diverse audience

BASIC PRINCIPLES OF LETTER WRITING

A woman with dark hair, wearing a light-colored striped shirt and a watch, is sitting at a wooden desk. She is leaning forward, focused on writing a letter on a white sheet of paper with a pen. The background is a plain, light-colored wall.

- PLANNING OF THE LETTER
- SINCERITY
- SIMPLICITY
- CLARITY
- BREVITY
- COURTESY
- LAYOUT

A woman with dark hair, wearing a light-colored striped short-sleeved shirt and a watch on her left wrist, is looking down at a document on a desk. Her right hand is holding a pen, and her left hand is resting on the desk. The background is a plain, light-colored wall.

PURPOSES

- To Inform
- To Congratulate
- To Enquire
- To Order
- To Request
- To Collect Dues
- To Complain
- To Make An Adjustment
- To Sale A Product, Service Or Scheme

LETTERS STRUCTURE

- Heading
- Date
- Inside address
- Salutation
- Message
- Complementary close
- Signature block

Dear Sir,

DO'S



DONT'S





**DEMI
OFFICIAL
FORM**

(1) Sender's Address:- _____

(2) Date:- _____

_____. (4) Salutation.

(5) Subject:- _____

(6) Body of the Letter _____

(6) Complimentary Close:- _____

(7) Signature Block:- _____

_____. (3) Insider Address.

**MODIFIED
BLOCKED
FORM**

_____. (1) **Sender's Address**

_____. (2) **Date**

_____. (3) **Insider Address**

_____ (4) **Salutation**

(5) **Subject:-** _____

(6) **Body of the Letter** _____

(7) **Complimentary Close:-** _____

(8) **Signature Block:-** _____

**FULL
BLOCK
FORM**

_____ (1) **Sender's Address**

_____ (2) **Date**

_____ (3) **Insider Address**

_____ (4) **Salutation**

(5) **Subject:-** _____

(6) **Body of the Letter**

_____ (7) **Complimentary Close:-**

_____ (8) **Signature Block:-**