

Business Communication

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Preface

It gives me great pleasure to present this book on 'Business Communication' for the students. Business Communication or Commercial Communication has become essential in curriculum of various universities and colleges. Students preparing for career in business industry and some other professions need to acquire basic knowledge of business communication. The book consists of twelve chapters. The introductory chapters deal with the topics of basics of Business Communication followed by different types of business letters. The subsequent chapters deal with the topics like writing job application, words often confused, summary writing and translation. I have tried my best to write the book in a simple language so that it becomes easily comprehensible to an average student. I thank Dr.K.S.Bhatt for going through the script minutely and helping me with his valuable suggestions. I welcome readers' suggestions as it gives me an opportunity to enrich this work further in future.

Author

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1. The Lay-out (Structure) of a Business Letter

Today we live in an age of information and technology. Therefore, a change is found in the field of business also. The written communication has become important today. The business letter is an important means of communication. It looks different from other types of communications because it follows a particular pattern in its structure. The lay-out or structure of a business letter consists of the following regular and occasional parts.

1. Regular parts :

- 1) The Heading or the Letter Head
- 2) The Date
- 3) The Inside Address
- 4) The Salutation
- 5) The Body
- 6) The complimentary close
- 7) The signature

2. Occasional Parts :

- 1) The Personal and Other Notations
- 2) The Attention line
- 3) The Subject Line
- 4) The Identification Line
- 5) Enclosures
- 6) Mailing Instructions
- 7) Carbon Copy Notation
- 8) Post-script