IIT ROORKEE

NPTEL ONLINE CERTIFICATION COURSE

EFFECTIVE WRITING

Lecture 13: Business Letters and Memos

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Memorandum

Memorandum is a piece of official as well as business writing which is circulated within the organization. Since it is an internal communication it is also called inter- office memorandum.

Business Letters

- Business letters are essential written tools to send messages, establish communication and build relationships with people of various organizations.
- They help organizations to respond to requests, convince customers and clients and encourage them to take action and express goodwill.
- Business letters serve as records usually of contracts, terms of agreements and offers.
- Formal though, business letters help in expressing goodwill gestures.
- Both individuals and organizations can establish their images through business letters.

Functions of a Memo

- ✓ to confirm
- ✓ to suggest/request
- ✓ to explain
- ✓ to announce
- ✓ to report
- ✓ to warn

Differences Between Letters & Memo

- Internal business communication
- Less formal and shorter than letters
- More direct than the letter
- No inside address and salutation
- It must have ‘To’ , ‘From’, ‘Date’ and ‘Subject’

Inter Office Memorandum

To: All employees
From: Environment Officer
Date: 07 October, 2019
Subject: Pollution Control

You will all agree that our environment plays a vital role in our lives but we cannot deny our role in polluting our surrounding. The increasing number of vehicle users has added to this malady. Also, it adds to the problem of parking in our campus.

Based on an internal report, it has been found that 80 percent of our staff members come to their offices by personal vehicles. While these vehicles occupy large open spaces, they also add to air pollution.

I suggest that we should start using bicycles twice a week and help our surrounding remain green. Though initially it may appear difficult yet it will help not only curtail our extravagant ways but also reduce environmental pollution to a great extent.

Satvik Anand

Essential Features of Business Letters

- Clarity
- Consideration
- Courtesy
- Conciseness
- Cordiality
- Cooperation

Pompous	Concise
Would like to inform	Inform
Offer my candidature	Apply
In the event of	If
Pursuant to your request	As requested
Without any loss of time	Urgently
At this point of time	Presently
It would be unreasonable to assume	I assume

Contd.

- Formal but professional tone
- Simple, direct and specific language
- Letters help take decisions

Your credit request has been approved.

Revd.: We are glad to inform you that your credit request has been approved.

You have not responded to our earlier letters despite several reminders.

Revd.: We would be delighted to get your prompt responses to our earlier queries.

Courtesy and Consideration

You do not qualify for this award as you are not a member of our association.

Revd.: The awards are specifically given to life members of the association.

We are unable to invite everyone for the function.

Revd. : Because of some constraints, only limited number of people have been invited.

Our responsibility ends when we have given the goods to the courier. You should know that everything is not in our hands.

Revd. : We take extra care and ensure that goods reach safely to our customers. However, at times goods get damaged during transit.

Summing up

"If there is on earth a house with many mansions, it is the house of words."

-E. M. Forster

Thank You