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**Ques- What are the different types of business letters?
Explain in brief the important types of business letters.**

Ans. According to the need and changes in business situations and circumstances, business letters may be of many types. On the basis of the purpose of message, nature of message and expected reaction of receiver, business letters can be classified as follows (1) Good News Letters : Good news letters are written to convey the pleasant news to the reader. These letters gain the positive reaction of the reader. Thus a good news letter is a letter which conveys a positive message to the reader. Following information's are included in the good news letters:

- (i) Information regarding the acceptance of an order.
- (ii) Information regarding the acceptance of credit.
- (iii) Letters for announcing price cut.

(iv) Letters for granting an adjustment.

(v) Congratulation letters.

(vi) Selection letters for providing job.

These letters are very common in business affairs and most of the business letters are good news letters. Good news letters are easiest to write as they convey the information which is readily accepted by the reader.

(2) Bad New Letters: Bad News Letter are written to convey the negative information. The purpose of writing such letters is to convey the negative message in a manner acceptable to the reader and to avoid reader's negative reaction. These are the letters which are expected to displease or disagree the receiver. Following matter may be included in the bad new letters:

(i) Letter to refuse credit.

(ii) To reject an application or request,

(iii) Declaration? Fun pleasant policies for the consumers.

(iv) Negative as easement of demonstration.

(vi) Information regarding the returning off acuity goods.

For writing such letters, indirect approach is considered better so that it may cause minimum frustration to the receiver. Writing these letters are difficult because along with. Negative message it aims to attain the positive attitude of the reader. In the first part same favorable news or statement should be given and then bad news is given with explanation If necessary and possible, reasons for rejections should also be given.

(3) Persuasive Letters: Persuasive letters are written when the reader is not ready to comply with the request. These letters are written in an indirect way to persuade the reader for a particular action.

Such letters include proposals and recommendations, job application letters, circular letters, sales letters etc. In the present era of competition, persuasion skill has assumed great importance. Salesmen have to persuade their customers to buy products, fund raising agencies have to convince the donors about the emerging need of funds, job seekers have to convince the authorities about their potential strength. The main purpose of persuasive letters is to motivate the reader for desired action, to overcome his mental resistance and to build goodwill. An indirect approach is suitable for writing such letters. Information favoring the receiver should be given in the beginning and then supporting data and facts to encourage the receiver. What you say, should also be given. Thus persuasive letters require identifying the needs and interests of the reader, using appealing arguments, using selling words and to motivate for desired action. Therefore, the writer should design the message in such a way that will change the mental filter of the reader.

(4) Request Letters: The letters which are written in the ordinary course of business activities to get a specific response from the reader are termed as request letters. Usually a direct approach is

used for writing such letters, Letters 'to get enquiry about any Product, placing an order, requesting claims, request for financial assistance, quotation letters, requesting debtors to make payments etc. come in the category of request letters. The courteous and friend lines language should be used while drafting these letters.