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B. Com part-1 Subsidiary paper -2 Business management and communication

Ques- What do you mean by “Good News Letters” ? Give a specimen of good news letter.

Ans. MEANING OF GOOD NEWSLETTER

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. These letters are written mainly for conveying the following information’s:

(i) Information regarding the acceptance of an order.

(ii) Information regarding the acceptance of credit.

(iii) Information 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.

SPECIMEN OF GOOD NEWS LETTERS

(1) Letter on Execution of an Order

Mod Fashion House

New Delhi

Phone: 2827679

Ref. No. : 23/2006

Selection Fashion House,

Meston Road, Rampur

Subject : Acceptance of Order

Dear Sir,

28 Oct., 2006

We are pleased to receive your order No. 213/06 dated 20 Oct., 2006. We are happy to write you that we confirm supply of these goods before 10th Nov., 2006.

In a separate cover we are sending you Bill, RJR and Insurance receipt. We hope that the goods will meet your quality requirement

and this Will lead to further business between us and develop our

happy working relationship.

ours Sincerely,

For Mod Fashion House”

Ram Sundar Agrawal

(Manager)

(2) .Letter for Sanction of Loan

State Bank of India

Court Road, New Delhi

Ref. No. : 159/2006

To,

M/S. Sarvesh Traders,

Adarsh Nagar,

New Delhi

Subject : Sanctioning of loan.

Date 20 sep. 2006

Dear Sir,

I am pleased to inform you that your loan application dated 12 Sep. 2006 has been accepted. You have granted overdraft limit of Rs.

for a period of two years. Minimum interest @ 8% with monthly rest will be charged with subject to change in interest rates.

Your business premises being evaluated at market price will be hypothecated as a security against the overdraft. The hypothecated

premises will be insured against the risk of fire, burglary etc.

Please confirm the arrangement of overdraft by signing the agreement and hypothecation letter along with guarantor's signature.

enclosures : 1. Agreement letter

2. Hypothecation letter

Yours Sincerely

(Ashok Goyal)

Manager

(3) SPECIMEN OF CLAIM ACCEPTANCE LETTER

R.K. Toys. co.

(Manufacturer and Distributor of toys)

Phone : 2982346

Ref. No. : 184/06

To,

M/S. Mohan Gift Centre

Ansari Road,

Bulandshahar.

19, Ramjas Road,

New Delhi

Date 18 Jan; 2006

Subject : Acceptance of claim.

Dear Sir,

We are very sorry to know that the packet of toys which we had

sent to you on 8th Jan., 2006 was received by you in a damaged condition. It is obvious from your letter that the damage is made due to

weak packaging rough handling by the Ved Transport Company.

You are our permanent customer and we have not given any chance-of complaint as yet. As for the loss suffered by you due to

weak packaging and rough handling, we are enclosing a credit note

of Rs. 5,000 herewith. Hope that you will be satisfied with our behaviour and provide your co-operation as before.