

Syrian Arab Republic

Damascus University

Open Learning Center

Small Business Management Program



Subject: Business Correspondences

Final Exam

Date: 24/03/2021

Time: 11.30-13.30

Student Name:..... Student No:

Answer only **Four Questions**:

Each question has (25) mark

- 1) Considering the meaning of Business Correspondence: Define Business Letter (Correspondence) giving examples, and Count the importance of Business Correspondence.

Any written or digital-communication exchanged by two or more parties. Correspondences may come in the form of letters, emails, text messages, voicemails, notes, or postcards. Communication through exchange of letters is known as correspondence. We communicate our feeling, thoughts etc. to our friends and relatives through letters that may be called personal correspondence. A businessman also writes and receive letters in his day-to-day transactions, which may be called business correspondence. Business correspondence or business letter is a written communication between two parties. Businessmen may write letters to supplier of goods and also receive letters from the suppliers. Customers may write letters to businessmen seeking information about availability of goods, price, quality, sample etc. or place order for purchase of goods. Thus, business letters may be defined as a media or means through which views are expressed and ideas or information is communicated in writing in the process of business activities.

Importance of Business Correspondance:

1. Help in maintaining proper relationship.
2. Inexpensive and convenient mode.
3. Create and maintain goodwill
4. Serve as evidence.
5. Help in expansion of business.

2) Discuss the Essential parts of a business letter.

1. Heading: the heading of a business letter usually contains the name and postal address of the business, E-mail address, Web-site address, telephone Number, Fax Number, Trade Mark or logo of the business (if any).
2. Date: the date is normally written on the right hand side corner after the heading as the day, month and year. Some examples are: 28th Feb., 2003 or Feb. 28, 2003.
3. Reference: it indicates letter number and the department from where the letter is being sent and the year. It helps in future reference. This reference number is given on the left-hand corner after the heading. For example, we can write reference number as AB/FA Dept./2003/27.
4. Inside address: this includes the name and full address of the person or the firm to whom the letter is to be sent. This is written on the left-hand side of the sheet below the reference number. Letters should be addressed to the responsible head e.g., the Secretary, the Principal, the Chairman, the Manager etc.
5. Subject: it is a statement in brief, that indicates the matter to which the letter relates. It attracts the attention of the receiver immediately and helps him/her to know quickly what the letter is about. For example: Subject: Fire Insurance Policy.
6. Salutation: this is placed below the inside address. It is usually followed by a (.). Various forms of salutation are:
 - Sir/Madam: for official and formal correspondence
 - Dear Sir/Madam: For addressing an individual.
 - Dear Sirs/Dear Madam: For addressing a firm or company.
7. Body of the letter- this comes after salutation. This is the main part of the letter and it contains the actual message of the sender. It is divided into three parts: (1) opening part, (2) main part, (3) concluding part.
8. Complimentary close: it is merely a polite way of ending a letter. It must be in accordance with the salutation. Example: Dear Sir/Dear Madam Yours faithfully; Dear Mr. Raj Yours sincerely.
9. Signature: it is written in ink, immediately below the complimentary close.
 - As far as possible, the signature should be legible. The name of the writer

should be typed immediately below the signature. The designation is given below the typed name. where no letter head is in use, the name of the company too could be included below the designation of the writer. For example:

Yours faithfully

For M/S Acron Electricals

(Signature)

Sunil KUMAR

Partner

10. Enclosures: this is required when some documents like cheque, draft, bills, receipts, lists, invoices etc. are attached with the letter. These enclosures are listed one by one in serial numbers. For example: Encl: (1) the list of goods received (2) a cheque for Rs. One Thousand dt. Feb. 27, 2003 (Cheque No.....) towards payment for goods supplied.
11. Copy circulation: this is required when copies of the letter are also sent to persons apart of the addressee. It is denoted as C.C. for example: C.C. the Chairman, Electric Supply Corporation.
12. Post script: this is required when the writer wants to add something, which is not included in the body of the letter. It is expressed as P.S. for example: P.S. -In our offer, we provide two years warranty.

3) Talking about business communication, discuss the changing workplace environment.

Workers today have to deal with many challenges affecting communications, such as:

1. Increased use of technology.
2. Increased global competition.
3. Restructured management and/or product/ service lines.
4. Increased quality emphasis and customer focus.
5. Increased focus on legal and ethical problems.

4) in order to communicate easily and effectively with your reader, discuss the six tests of effective correspondence.

(1) Courteous, (2) Clear, (3) Complete, (4) Concise, (5) Correct, (6) Consistent.

5) In interpreting nonverbal communication, match each one to its suitable meaning:

Nonverbal communication
Arms relaxed
Staring into space
Head down
Fists Clinched
Brisk, erect walk

Interpretation of behavior
Openness o
Boredom o
Rejection o
Aggressiveness o
Confidence o

6) In describing planning for effective communication, there are three steps, briefly discuss them. CO

^ (1) Determine the purpose of the communication: remember that a business correspondence has several purposes: to request, to inform, to persuade or to build goodwill.

^ (2) Identifying the intended audience: identifying your intended audience is an important factor to consider when you are planning a business message.

^ (3) Developing the content: the purpose of a communication will determine what its basic content will be. Business messages can be grouped in roughly 3 categories: (1) positive communication, (2) negative communications, (3) persuasive communications.

End of Questions
Best Luck

Dr. Homam KHWANDA