

Business communication

What are the different kinds of business letter?

Ans :



Inquiry letter:

A letter of inquiry is a request for information. A letter written to elicit information is a letter of inquiry. It can ask for information on such matters as prices of goods and product, asking for application forms or any other similar subject.



Order letter:

A letter containing a formal request for the supply of good or services is called an order letter. It is letter that we generally address to whole seller or any seller of goods or services request him to supply us the goods or services.



complaint or claim letter:

A letter of complaint is the one in which the mistakes made in the routine of business are pointed out and brought to the attention of company officer or executives.



Adjustment letter:

A letter that is written in reply to a claim or complaint letter to satisfy the customer is called an adjustment letter.



Collection letter:

A letter written by a businessman to his customers for collecting overdue accounts is called collection letter.



Credit letter:

A letter of credit is a letter through which promise to pay matters are settled. It serves as a future record as well as protection against legal difficulties.

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Sales letter:

A sales letter is the one written to sell goods or services. If we want to write effective sales letter, we will have to learn the deficient art of selling.

Business promotion letter:

A business promotion letter is a letter written to promote business. It is not a sales letter. Through it is closely related to it because its ultimate aim is to promote the sale of goods and services.

Employment or letter of application:

A letter of application is a sales letter through which applicant wants to sell his knowledge, services, skill and experience. There are two types of application letter.

- ❖ Solicited applications: A solicited application is that is written in response to an advertisement from employer.
- ❖ Unsolicited application: An unsolicited application is that is written for a job which has not been advertised by employer.

JAMSHAIID SARWAR

Lecturer at central college of commerce yazman

www.jamshaid sarwar.tk

jamshaid sarwar@yahoo.com

jamshaid sarwar@hotmail.com