



## **Business Messages**

**Subject : Business Economics**  
**Course : B.A., 1st Semester,**  
**Undergraduate**

**Paper No. : 104**  
**Paper Title : Business Communication**

**Unit No. : 2 (Two)**  
**& Title : Writing Skills**

**Lecture No. : 1 (One)**  
**& Title : Business Messages**

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## **FREQUENTLY ASKED QUESTIONS**

### **Q-1. What does a letter mean?**

**A-1.** A letter is a business document which is addressed to people outside a business organization.

### **Q-2. What is business correspondence?**

**A-2.** Business correspondence refers to all written communication done for the purpose of business.

### **Q-3. Why is planning necessary for writing a business letter?**

**A-3.** Planning is necessary for writing a business letter in order to know to whom is the message written, to determine what the sender wants to accomplish through that letter and to identify the information which would be included in the letter.

**Q-4. Which aspects are to be considered while drafting a letter?**

**A-4.** While drafting a letter one should take into consideration the purpose of the message, the receiver of the message and the type of information to be shared.

**Q-5. What are the characteristics of a business letter?**

**A-5.** The business message has clarity, simplicity, accuracy, completeness, conciseness, relevance and courtesy.

**Q-6. Which are essential parts of a business letter?**

**A-6.** The essential parts of a business letter are: heading, the date, reference, inside address, subject, salutation, body of the letter, complimentary close, signature, enclosures, copy circulation, post-script and reference initials.

**Q-7. To whom are memos addressed?**

**A-7.** Memos are those business documents that are addressed to other people in the same organization.

**Q-8. What is a post script?**

**A-8.** Post script is an important message conveyed in a line at the end of the letter.

**Q-9. What is a project report?**

**A-9.** A project report is a document prepared after the detailed study and analysis of various aspects of a task assigned over a specific period of time. It is always written at the completion of a project done with a business organization.

**Q-10. Which are the essential parts of a project report?**

**A-10.** The essential parts of a project report are:

1. Cover page, 2. Title page,
3. Declaration, 4. Certificate (by the college and the business organization) and 5. Acknowledgement
6. Table of Contents, 7. List of figures, 8. List of Tables, 9. List of appendices, 10. Abbreviations, 11. Chapter 1, 2, 3..., 12. References and 13. Appendices on separate pages in the same order.