

BUSINESS COMMUNICATION

Unit 3

MBA/BBA/B.com / UGC Net

By

Dr. Anand Vyas

Business letters and reports: Introduction to business letters —

The first paragraph is used to introduce yourself and your business, as well as your purpose for writing. The middle paragraph might include details about your business and your products or services, and the third or final paragraphs conclude with restating your purpose and creating a call to action

Writing routine and Persuasive letters

- Routine Letters: Direct Replies, Letters of Recommendation
Opening: Identify information of the candidate, **Body**: Include supporting statements with details. ☐Closing: Make an overall ranking of the candidate.
- The persuasive letters are a **letter written to convince an organization or person**, to accept the issue of the author (sender), interest or perspective. . Although a persuasive letter cannot be successful in its purpose, it increases awareness about the matter addressed.

Positive and negative messages-writing memos - A memorandum (memo) is **used to communicate something of immediate importance to people within a business or organization.** A memo also can be sent to people or firms that have close or long-standing relationships, such as vendors or consultants. Like a business letter, a memo is a permanent record of your communication.

what is a report purpose, kinds and objectives of report writing.

The purpose of a report is **to provide information to people on a specific topic.**

Kinds of Report Writing.

Objectives of report writing.

5 TYPES OF BUSINESS REPORTS

Business reports are invaluable, no matter the type or size of your business. The information they provide can help you see what is working in your company and what isn't, so that you can make adjustments and improvements.

Informational Reports

Required when you want **objective information on something**.

It presents **non-biased facts** without explaining the reasons and the possible outcomes of a situation.



Analytical Report

Required when a company is trying to **make an important decision**.

It **analyzes situation**, presenting relevant information, explanations, and conclusions.

Research Report

Required when **considering trying something new** (like offering a new product).

The conclusion will be based on the data obtained from the analytical and informational reports.



Progress Report

Required to **show how things are going at the moment**.

Not based on analysis or tons of research. Instead, they are an update for the person who needs it.

Explanatory Report

Required when you want to **explain a topic or situation** so that everyone can understand it.

Explains the research conducted. Sample sizes, methodology, etc. included Along with the results.



Presentation skills: What is a presentation –
elements of presentation – designing a
presentation.

Advanced visual support for business presentation

The most popular visual aids for business presentations are **graphs and charts**, which are visual representations of data and their relationships to other data. Examples include tables, line graphs, bar charts, pie charts, etc

Types of visual Aid

- Types of visual aids include **physical samples, models, handouts, pictures, videos, infographics**, etc. Visual aids have come a long way to now include digital tools such as overhead projectors, PowerPoint presentations, and interactive boards.

An infographic is a collection of imagery, data visualizations like pie charts and bar graphs, and minimal text that gives an easy-to-understand overview of a topic.