

Class: 9th
Comm. Stud.
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Ch - 18
Different Methods
of Communication

classmate
Date 7/10/24
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Good Morning Students,

This lesson is for class 9th for the subject of 'Commercial Studies'. The topic for today is 'Letters, Memorandum and Telephone' as a means of Communication' which is covered in Chapter 18 titled 'Different Methods of Communication' of your book. This lesson is being submitted to you on 7/10/24.

All the students now please open page number 118 of your book.

Letter -

A letter is a written message addressed to a person or an organisation. It may be handwritten, typed or printed. It may be sent through post, peon or courier.

Letters are of two main types:-

- (a) Personal letters which are informal and written to establish and maintain a personal relationship.
- (b) Business letters which are formal and written to establish and maintain business contacts and relationships.

A business firm can maintain contacts with its customers, suppliers, investors, Government agencies and others with the help of letters. Letters provide a record for future reference and can be used as an evidence in case of a dispute.

(1)

Features of a Good Business Letter:-

- (1) **Clarity**:- The message contained in a business letter must be clear and precise. There should be no confusion at all.
- (2) **Accuracy**:- All facts, figures and statements must be accurately stated. These should be verified before use.
- (3) **Simplicity**:- Simple and easily understandable language should be used in a business letter.
- (4) **Completeness**:- All the necessary details should be given. Unnecessary details should be avoided.
- (5) **Appropriateness**:- The tone and language of the letter must be appropriate to the purpose and occasion of the letter. All business letters should be acknowledged and replied promptly.
- (6) **Courtesy**:- A business letter should be polite. Gratitude should be expressed, wherever possible.
- (7) **Tactful**:- Letters seeking credit and concerned with complaints and adjustments should be tactful. Requests should be turned down without affecting the firm's goodwill. Business letters should as far as possible be written in a pleasant and persuasive language.
- (8) **Prompt**:- A business letter should as far as possible be replied, acknowledged on the same day.

Functions of a Business Letter:-

1. Widen Contacts
2. Sharing Information
3. Authoritative Proof.
4. Record and Reference.
5. Building Goodwill (Reputation)
6. Lasting Impression.

For explanation refer to page number 118 of your book.

Memo/Memorandum:-

A memo is a short form of 'Memorandum'. A memorandum is a brief official note used for communication between the members of the same organisation. It is also known as 'letter in brief'. It is a written message and serves as record.

A memo is used for internal communication between executives and subordinates. It is never sent outside the organisation.

Memos are generally used in the following situations:-

- (a) To remind a subordinate about some job or duty already assigned to him.
- (b) To seek explanation from a subordinate on some matter of conduct.
- (c) To inform granting/withholding of permission to do something.
- (d) To confirm a decision arrived at on the telephone.

- (e) To issue instructions to the staff.
- (f) To give/seek suggestions.
- (g) To request help or information.

Telephone

Telephone has become an indispensable means of communication in the competitive and fast changing world of today.

A telephone conversation is a talk between two persons. It is a mouth-to-mouth communication. The two persons can hear each other but they cannot see each other. They may talk in an informal way or in a formal manner.

Telephone is widely used to place and take order, to convey urgent messages, to make appointments, to establish business contacts and for other purposes.

For advantages and disadvantages of telephone communication, refer to page numbers 125 of your book.

With this, I am ending my topic here. Write the answers of following questions in your note-books.

- Q.1. What is a Memo? Where is it used?
2. Explain the features of a good business letter.
3. Explain various disadvantages of telephonic communication.