

---

## **UNIT 6 PRINCIPLES OF LETTER WRITING**

---

### **Structure**

- 6.0 Objectives
- 6.1 Introduction
- 6.2 Basic Principles of a Business Letter
- 6.3 Form and Arrangement of a Business Letter
  - 6.3.1 Form of letter
  - 6.3.2 Arrangement of a Letter
- 6.4 Supplements to the Arrangement of the Letter
- 6.5 Let Us Sum Up
- 6.6 Key Words
- 6.7 Answers to Check Your Progress
- 6.8 Terminal Questions

---

### **6.0 OBJECTIVES**

---

After reading this unit, you should be able to:

- explain the basic principles of business correspondence;
- describe the format and arrangement of a business letter and
- write various supplements to a business letter.

---

### **6.1 INTRODUCTION**

---

Letter writing is an important and effective tool in clinching an issue almost in every field. Although talking and discussing an issue over the phone is helpful, it has some limitations. The most important being the time constraint and involvement of only two persons. On the other hand, in the form of a letter, you put some proposal or argument concrete in hand, which may be deliberated upon and given due thought in a relaxed manner. However, a letter may act in both ways – while a nicely drafted and appropriately worded letter may be helpful in achieving your objective, a poorly drafted and inappropriately worded letter may act as a spoiler and make your job more difficult. It has been rightly remarked that, “a letter reveals something about your personality that a machine cannot do. Your style of writing, choice of paper and words all say something about you as an individual.” In fact, office letters are silent ambassadors of a business enterprise. The correspondence is the most important channel through which various business enquiries, negotiations, purchase orders, debt recovery, complaints, redressal of grievances, etc. are made. In view of this, it is utmost important that a business letter is drafted carefully in such a manner that it conveys your feelings and purpose in a concrete and precise manner, but at the same time, it should not offend the feelings of the recipient and encroach on his precious time unnecessarily. There are certain principles of letter writing and the good writers should try to follow these principles while writing a business letter. In this unit, you will be acquainted with the basic principles of business correspondence and the format and arrangement of business letters.

---

## 6.2 BASIC PRINCIPLES OF A BUSINESS LETTER

---

To convey any message effectively, business letter writing needs the application of certain communication principles. They provide guidelines for the content and style of presentation. A business letter should be written keeping in view the following basic principles of business correspondence.

- 1) **Clarity and Coherence:** In order to be effective, a good business letter should be concise, precise, relevant, concrete and consistent. Be clear about what you want to say and then say it clearly. Difficult words requiring the use of dictionary, flowery expression and poetic language should be always avoided. The words used should not be vague or ambiguous. The letter must convey to the recipient the exact meaning which the writer wants to communicate. The clarity of a letter, to a great extent, depends upon its unity or coherence. Therefore, a letter should be written in a logical manner and reflect consistence of thought. One thought should follow another in a proper sequence. An orderly arrangement of the subject is necessary and the same should be expressed in appropriate words. It is better to use short sentences and short paragraphs that are easier to read. "Send telegrams, not essays."

- 2) **Consideration:** The writer of the letter should place himself in the position of the reader and give a consideration as to what does he need. Emphasise on "you-attitude" instead of "I-attitude".

Example: -

**Improper:** We sold 4000 dozens of handkerchiefs of this description last month.

**Proper:** You and other businessmen like you bought 4000 dozens of handkerchiefs of this description in the last month.

- 3) **Brevity:** A good business letter should be concise and exact. Economy of words is possible only if the writer of letter has extensive vocabulary at his command. A long letter containing irrelevant matter gives a poor impression of the writer and also of the business house. But for the sake of conciseness, completeness or clarity should not be sacrificed. The letter must explain in full what it all desires. "Be conscious that the reader does not have much time".
- 4) **Courtesy and Friendliness:** The tone of the business letter should always be courteous and polite. While drafting a business letter bluntness should never be regarded as a sign of strength. On the contrary, a poor image is bound to result from an offensive attitude conveyed through the letter. Courtesy is like the oil which removes friction and creates goodwill. Courtesy should not be restricted to obligatory words like "Thank you" or "please". There must be politeness even in declining a proposal. Words like "please" and "kindly" always bring positive response. However such words ought to be used without sacrificing one's self-respect and dignity.
- 5) **Conciseness:** A business letter should be concise and direct, written in simple language with a natural flow of words. Wordy phrases and high flow expressions should be avoided. The letter should not contain quotations, or words which are pedantic (bookish) and which sound artificial. Business people are very busy and may be irritated by unnecessary lengthy letters. Therefore, one must focus directly on the message.

- 6) **Correctness:** A business letter should be grammatically correct and factually accurate. Incorrect information and inaccurate facts conveyed through a letter are bound to make the position of the writer vulnerable. The addressee, may stop further dealings with the writer of the letter. In letters of enquiry, orders, complaints, references, etc. information given should always be correct and exact. If, for some reason, it is not possible to communicate the necessary information, the reason may be clearly stated in a polite language.
- 7) **Completeness:** A business letter should include all the necessary facts and background information that supports the message being sent. An enquiry which does not contain necessary particulars, or explanation which is partial, is never appreciated. An incomplete letter may compel the receiver to make further correspondence on the subject involving waste of time or prompt him to act according to his own judgement which way lead to disputes.
- 8) **Originality:** Originality of form, expression and style are often necessary to make business letters more appealing, particularly for sales promotion, and on special occasion, such as introduction of a new product. Indeed, with changing times, old and stereo-typed forms and expressions have been replaced by more appealing forms, expression and style of presentation of matters in business letters. For instance, the layout of the contents of a letter is often intended to mark-out significant lines. New phrases are used in place of old ones, and a conscious attempt is made to give a personal touch where necessary.
- 9) **Neatness:** A neat and tidy letter, clearly typed or written on a reasonably good paper with proper paragraphing makes a letter attractive to the reader. Any overwriting, rubbing or cutting of expressions, improper spacing between paragraphs etc. do not create a favourable impression. So the appearance of a business letter should be impressive, neat and tidy to the maximum extent possible.
- 10) **Effectiveness:** The ultimate goal of a business letter is the desired response in a positive manner within a reasonable time. Obviously, delayed or negative response shows the ineffectiveness of the letter. The time and stationery used in writing such letters involve wasteful expenditure. Thus, effectiveness may be regarded as the most essential feature for a business letter.

**Proof Reading:** Though proof reading is not an essential part of writing a letter, it is a very important precautionary aspect of business correspondence. A good letter can be ruined by careless attitude towards grammatical and typing errors. Thus, wrong spelling of names, incorrect numbers typed, and failure to enclose specified items need to be corrected before a letter is signed. Proof-reading is essential for correcting grammatical mistakes, errors of spelling and typing errors. Indeed, proof reading is a double check on competences.

Ten commandments for writing a good business letter are:

- i) Write as you would talk.
- ii) Be courteous and friendly.
- iii) Be natural.

- iv) Learn to visualise your reader and be helpful.
- v) Keep an open mind. Appreciate your reader's point of view.
- vi) Practice real diplomacy.
- vii) Be willing to admit mistakes.
- viii) Write clearly and to the point.
- ix) Tell your readers what they want to know.
- x) Dramatise your letter/Show them reasons.

---

## 6.3 FORM AND ARRANGEMENT OF A BUSINESS LETTER

---

### 6.3.1 Form of Letter

The form and wordings of business correspondence determine its attraction value. A good appearance of the letter creates a positive impression on the mind of its receiver or reader. Hence, the following points should always be kept in mind while writing letters:

- 1) **Paper:** Paper of good quality and standard size should be used for all official correspondence. Proper care should be taken to avoid over-crowding or over-decoration while printing the necessary particulars regarding the receiver's name, address, phone number, telex no. etc. Nowadays the use of fullscap paper for office correspondence has become outdated. Instead, a standard size paper is used for writing letters.
- 2) **Typing:** All office letters should be neatly typed by an efficient typist. Usually, official letters are typed in single space between lines and double space between the paragraphs. One duplicate copy of each letter is needed for office record.
- 3) **Margin:** Proper margin on the left and right hand side of the letter as well as adequate space at the top and bottom of the letter make the letter more appealing and attractive. Usually, a standard space is provided on the left hand side and on the right side of the paper.
- 4) **Folding:** Folding of letter is done according to the type and size of envelop that is used for sending the letter. Nonetheless, as far as possible, minimum number of folds should be made to keep the attractiveness of the letter intact.
- 5) **Envelopes:** Size of the envelope to be used depends upon the size of the letter as well as the number of sheets or enclosures. Usually, the name and address of the addressee are printed on the back of the envelope. Some firms also get their logo, monogram, brand message or brand name printed on the envelopes.

Window envelopes may be used to save the time of typing the name and address of the party for whom it is meant. The letters are folded in such a way that the full address typed on the letter-paper is visible through the window on the envelope. For this purpose, it is necessary to type the full name and address of the party in the letter.

- 6) **Address on Envelop:** Full name and address of the party should be written or typed on the envelope. Abbreviations for street, village, district, city or country must be

avoided as far as possible. If pin code of the city is known, it is always better to type it correctly for quicker delivery.

The address of the sender is also typed on the envelope so that in the event of non-delivery, the letter may be returned to the sender and does not go to the dead-letter office. When the letter is sent by Book Post, Under Certificate of Posting, Registered Post or Speed Post, the same should be clearly indicated on the letter as well as on the envelop.

### Check Your Progress A

1) What do you mean by effectiveness of a business letter?

.....  
.....  
.....

2) Explain, “send telegrams not essays.”

.....  
.....  
.....

3) What do you mean by coherence of the language. Give an example.

.....  
.....  
.....

4) In what context, “Be conscious that the reader does not have much time.” has been used?

.....  
.....  
.....

5) State whether following statements are “**True or False**” ?

- i) In a business letter poetic language should be avoided.
- ii) Originality makes a business letter more appealing.
- iii) Delayed response shows the ineffectiveness of the letter.
- iv) In a business letter wordy phrases should invariably be used.
- v) The form of business correspondence determines its attraction value.

In the previous two sections, you learnt about the basic principles of a business letter. Now you will study how different sections in a letter are arranged.

### 6.3.2 Arrangement or Parts of a Letter





- v) The address of the firm may either be given just under the name of the firm or on the right hand side of the paper. It should be complete with number of shop or flat, number of the floor (if any) of the building, street name, and the name of the city with pin code. Name of the country is also mentioned if the correspondence is with a foreign addressee.
- vi) A comma is placed after the number of shop, floor, building and street. The name of the city is written in capital letter smaller than the one used for the name of the firm. A full stop is put after the pin code.
- vii) Where address is printed under the name of the firm, the telephone numbers may be given just opposite the telegraphic address, on the right hand side.
- viii) Leaving a little space, date is given on the right hand side with two blanks to be filled later.
- ix) While writing date, the American style is now used quite often. The month is stated first and then the date and year, are given in figures, such as 'January 23, 2020'.

As per English style, date is given first followed by the month in letters and then year in figures e.g. 23 January, 2020. The practice of writing date like '24-9-2020' or '24-IX-2020' should not be followed for then one may have to count as to which is the ninth month.

- x) As far as possible, advertisements on the letter paper, however small they may be, should be avoided. Such advertisements do not give a favourable impression of the sender.
  - xi) Every official letter should have a proper 'Reference Number' and therefore, the word 'Reference Number' or 'Ref,' with blank space for writing, is printed on a letter paper just after the printed heading.
- 2) **Insider Address:** In business letters, sender's address is written on the left hand side of the page just after the printed heading of the letter paper. The correct address to be used while writing to any company or individual, should be that which the latter uses on its stationary or advertisement.

It should be kept in mind that the address on the envelope should be the same as the inside address. It must be written in three or four lines, distinctly giving the name of the firm, then the number of shop or office, and the street name, and finally the name of the city with pin code. The name of the country should also be given if the address is that of a foreign country.

Every line of the address should commence from the margin. Commas should be placed after each distinct aspect and each line, while a fullstop be put after the city pin code, e.g.,

Messars Ramdas  
65, Bunder Road,

Mumbai – 400 003.

Writing inside address is useful in many ways:

- i) In case the address on the envelop, is not correct, the Dead Letter Office can find out the right address from the body of the letter and redirect it to the addressee.
- ii) In a big business house, the person who writes the letter does not despatch it. This work is done by the junior clerk, usually known as Despatch Clerk. He can write the address on the envelope from the inside address, in the absence of which he would have to trace the same from the correspondence file and waste time in finding out the same.

Besides, the following rules regarding courtesy should be carefully observed in writing addresses:

- i) Messers is prefixed to the name of a firm or company if the name begins with a personal, name e.g., Messers Sohan Lal & Co. But if the name is impersonal the prefix 'Messers' should not be used. In such cases article 'the' may be prefixed to its name. Writing 'Messers' before 'the' is a common mistake and should be carefully avoided.
- ii) When a firm or company is titled with the names of ladies, the word 'Mmes' (abbreviation of the French 'Mademes') should be prefixed to the name, as in Mmes Sara Smith and Lucy John.
- iii) Mr. (especially for foreign nationals) or Shri is used before the name of an individual e.g. Shri Shyam Prakash. Sometime Esquire or Esq. is written after the name but it should not be used when writing Mr. or Shri is prefixed to the name. For instance, 'Mr. David Johnson Esqr.' is wrong.
- iv) Title of honour like 'Padmashri' or Padmabhushan' should always be written before the name of an individual addressee. University degrees are usually avoided but if they are to be written, they should be given after the name.
- v) For a person holding a titled position, proper prefix must be used along with his name thus 'Professor' before the name of a University Professor, 'Dr.' before the name of a medical practitioner and names of those holding doctoral degree in science, or philosophy, or literature, 'Capt.' before the name of a person holding a commission in the army or 'Rev.' or 'Rt. Rev.' before the name of clergyman according to his position in the Church.
- vi) When writing the address of a lady, the prefix 'Ms.' is now most commonly used for both married and unmarried ones. 'Shrimati' is used if a married lady is to be addressed in a typical Indian Fashion. If unmarried, 'Kumari' may be used.

It is a common practice in business correspondence to invite the attention of a particular person to the letter. The letter is addressed officially, but below the heading, or at the right hand side, after the address of the firm, the following words are added:

Attention: Mr. A. Pasha.

Or



Att. Mr. A. Pasha.

- 3) **Subject:** It is a statement in brief indicating the matter to which the letter relates. It attracts the attention of the receiver and helps him to know what the letter is about.

**Example:** Subject: Your order No. D318/8 dated 12<sup>th</sup> May 2020.

- 4) **Opening Salutation or Greetings:** Salutation is the counterpart of personal greetings to the addressee in social life. In order to avoid crowding of the letter, three to five spaces should be allowed below the last line of the inside address, to write the opening salutation. This is mostly used in official correspondence.

The opening salutation depends upon the writer's relation with the addressee or his status as compared to the addressee. The oldest form of salutation is 'Sir' or 'Dear Sir'. If a firm is being addressed, **Dear Sirs** or **Gentlemen** should be used. Do not write 'Dear Gentlemen'. Another usage 'Shrimanji' is also seen quite often these days. The saluting words like Dear Mr., Dear Miss, Dear Mrs., are written to give personal touch to the correspondence or when the writer is closely known to the addressee. These words show intimacy between the two and gives the business letter a personal touch and good impression. In the salutation, capitalize only the first letter of the first word except for proper names and titles, e.g.

Dear Mr. Richardson

My dear Mr. Richardson

My dear sir,

- 5) **Main Body of the Letter:** A business letter is composed of various parts. This is the core and the most important part of a business letter and, therefore, needs to be written very carefully. Again, for convenience, this part is divided into several paragraphs such as the introducing para, middle ones and the concluding para. These paragraphs can be numbered also.

Moreover, the body of the letter should be written in several paragraphs so as to achieve the desired objective of the letter. For this, the following sequence should be pursued:

- i) Attention : It should compel reader's attention.
- ii) Interest : It should arouse interest by enthusiasm and originality of the subject.
- iii) Desire : It should stimulate and sustain the interest to the point of finalizing the business for which the letter is actually intended.

We may now discuss the above three paragraphs.

- i) **The Introductory Part:** The opening paragraph serves as an introduction to a letter. In this part, attention of the reader should be drawn to the previous correspondence.

**For Example:** - With reference to your letter number ..... dated ....., your attention is drawn to the new brand of LCD.

In large organisations there are separate departments to deal with different matters. Therefore, separate letters should be written to deal with the respective subjects such as asking for business reference, placing an order, or introducing a new product, etc. This will result in prompt subject-wise response.

- ii) **The main Communication:** The next part of the letter should deal with the main subject matter. It should be divided into two or more paragraphs if necessary, to deal with the whole matter systematically. As far as possible, abbreviations referring to product, pricing, quotations, persons, cities, dates, etc., should be avoided. The length of each paragraph will depend on the nature of the subject matter and topics dealt with.
- iii) **The Closing Paragraph:** The concluding paragraph should be suitably worded so as to sustain the addressee's interest from beginning to the closing paragraph.

Phrases like 'Hoping to be favoured with an early reply', or 'Thanking you in anticipation', have lost their appeal and do not convey anything. Hence, they should be avoided. 'Please reply soon' or 'We await your reply' are simple and appealing expressions which may be used instead. Conclude with terms like 'Thanking you', 'With regards'.

- 6) **The Complimentary Close:** This is an expression of regard or respect which the letter writer wants to convey to the addressee and formally take leave. In fact, it is a kind of hand-shake and should be consistent with the introductory salutation. For example, when for salutation it is 'Dear Sir', the complimentary close will be 'Yours faithfully'. The complimentary close corresponding to the usual salutation are given in the Chart.

Salutation	Complimentary Close	Nature of Correspondence
Dear Sir	Yours faithfully	Business Letter
Gentlemen	Yours truly	
Dear Mr.....	Yours truly	Business Letter
Dear Madam	Yours very truly	
	Truly yours	
	Yours sincerely	
	Sincerely yours	
Sir, Madam	Your obediently	Government
	Yours respectfully	or
	I am, We are	Semi-Government
	I remain, We remain	

Like salutations, complimentary close in the case of Members of Parliament, Mayor, etc. are special ones, which should be appropriately used.

- 7) **Signature:** Signature forms the last part of a letter. It is not typed. It is always written in hand writing. As the signatures are mostly illegible, it is customary to type

the name of the signatory below his signature. The following is a specimen of an individual signature:

Yours faithfully,

D.N. Jha

(D.N. Jha)

The rules for putting the writer's signature on the letter vary from writer to writer. For instance, in the case of a sole trader, the proprietor signs his own name or under the name of the firm, e.g.,

For D..H. Mehta & Co.

Harish Chander  
Proprietor

In case of partnership, the name of the firm is typed and below this any partner, who is authorised to do so, puts his signature, also signifying that the signatory is a partner e.g.,

Ahmad Ali and Co.

Ahmad Jan  
Partner

When a lady puts her signature, it is now a common practice to use the letters Ms. As prefix along with the name, without in any way showing the distinction whether the signatory is a married or unmarried lady. For instance,

Ms. Rekha Sehgal

An employee of the firm like manager or secretary, cannot sign for the firm himself. In case he is legally authorised, by power of attorney, to sign for or on behalf of the firm, he should sign as follows:

Per. Pro. D.N. Mehta & Co.

K.C. Agarwal  
Manager

'Per procuration' or Per Pro.' or P. Pro.' or PP implies that the signatory is legally authorised, by power of attorney, to sign in this way. If the signatory is not authorised by power of attorney to sign, he must simply write 'For' before the name of the firm and sign as follows:

For D. N. Mehta & Co.

K.C. Agarwal  
Manager

It is important to remember that if the employee puts his name and then his official designation, he would be deemed to have written the letter in his personal capacity. This should not be done. For instance,

K.C. Agarwal  
Manager  
D. N. Mehta & Co.

It is wrong.

Routine letters may be signed by a clerk who embosses the Firm's name with a rubber stamp and puts down his initials below it, adding 'Per' or 'By' before his name, thus:

D. N. Mehta & Co.  
By B. B. J.

In the case of joint stock companies, letters are generally signed by the secretary or manager. The Managing Director generally signs all important letters. Whoever the signatory is, he must show that he is signing for and on behalf of the company by putting down **For** or **Per Pro** before the name of the company or to signify that he is ordinarily authorised or authorised by power of attorney to sign on behalf of the company. Junior executives or departmental head may also sign in the same manner but they should indicate the section or department to which they are attached.

In any case, the signatory bears the responsibility for the correctness of the contents of the letter. So one should sign letters after reading the contents carefully.

---

#### **6.4 SUPPLEMENTS TO THE ARRANGEMENT OF THE LETTER**

---

Besides the main content of a letter, there are a few supplements which should also be noted carefully. Each supplement either adds to or supplements the information, or further strengthens its presentation and completeness. These are discussed below:

- 1) **Enclosures:** Very often one or more documents are required to be sent along with a letter. In such a case it should be indicated on the left hand corner of the letter by writing the word 'Enclosures', 'Encl;' or 'Encls' noting against it the number of documents enclosed. If the enclosures are important, their nature is also briefly mentioned as for instance:

Encl. One Copy of Invoice.

The despatch clerk must ensure that all the enclosures indicated in the letter are attached to the letter.

- 2) **Copy Circulation:** This is required where copies of letter are sent to persons other than the addressee.

**For Example:**

- CC: (i) The Chairman  
BSES  
(ii) The Secretary,  
Ministry of Energy

- 3) **Post Script (P.S.):** If something is written after the completion of letter, it is known as Post Script or P.S. Only important and urgent information, not known earlier, should be written as post script. As the P.S. is a part of a letter, it must bear the initials of the writer below it. If we have to write more than one P.S., it is better to rewrite the whole letter and not spoil the compactness of the communication.

**For Example:**

**P.S.:** We provide two years warranty with all purchases.

- 4) **Margin and Indentation:** As mentioned earlier, margin on both sides as well as at the top and bottom gives a better look to the letter and makes it attractive to hold and read. The typist should take care of the requirement at the time of typing. Moreover, if more than one page is used for a lengthy letter, extra care should be taken to see that identical margins are provided on each page.

Indentation is used mainly in two situations:

- i) **For marking out the significant lines of the ‘inside address’:** While writing the ‘inside address’, the name of the addressee, the number of the house or shop, the name of the street, and the name of the city, are indented to facilitate quick spotting by the reader.
  - ii) **For marking out the beginning of each new para:** In the body of a letter, the first line of each paragraph should be indented a little from the margin, and the first line of each paragraph should begin exactly at the same distance from the margin.
- 5) **Identification Marks – Initials:** The writer and the typist of the letter are required to put their respective initials so as to bear the responsibility of their work. Initials may also be typed, for instance K.C. R.S. means Karam Chang has written the letter and Ram Sahai has typed the same.

**Check your Progress B**

- 1) What do you mean by Post Script?  
.....  
.....  
.....
- 2) Explain one responsibility of the signatory of a letter.  
.....  
.....

.....  
3) Write a sample heading of a business letter.

.....  
.....  
.....

4) What do you mean by complementary close? Give an example.

.....  
.....  
.....

5) State whether the following statements are **True** or **False** ?

- i) Salutation is the counterpart of personal greetings to the addressee in social life.
- ii) Signature is always written in hand writing.
- iii) In the case of Joint Stock Companies, letters are generally signed by the Junior Officer.
- iv) Supplement strengthens the presentation and correctness of the letter.
- v) Salutation is the core of a business letter.

---

## 6.5 LET US SUM UP

---

Business letter writing is an art which needs something more than ordinary letter writing. To be effective, it should be governed by certain basic principles of correspondence. The basic principles of business letter are: clarity and coherence, consideration, brevity, courtesy and friendliness, conciseness, correctness, completeness, originality, neatness and effectiveness. Furthermore, before signing the letter, it is better to do proof reading so that grammatical or spelling mistakes, if any, can be corrected. Such types of mistakes create poor impression about the sender.

Ten commandments should be followed while drafting a business letter.

From the point of view of the writer and the addressee, the business letter should be brief, clear, complete and exact so that there is prompt understanding and a positive response.

For creating a good impression in the minds of the addressee, the letter needs to be written in a systematic manner. Simplicity and courtesy should run throughout the letter. Paper of good quality and standard size should be used for all official correspondence. Letters should be neatly typed with proper margin. A well-structured business letter consists of the heading, inside address, salutation, the main body, complimentary close and the signature of the writer. The body of the letter should be divided into paragraphs so that the sequence in thoughts and messages is maintained. In every letter, the writer of the letter or the authorised person should put his/her signature at the end of the letter.

Lastly, a business letter is complete only if the enclosures, if any, are attached to the letter. Also, if there is any last minute information to be added, it should be incorporated as post script.



---

## 6.6 KEY WORDS

---

**Salutation:** Form of greeting while addressing an individual or a firm or company.

**Complimentary close:** Formal expression of respect or regard of the letter writer towards addressee, written just below the body of a letter.

**Supplements:** Documents enclosed or information included after the main body of the letter.

---

## 6.7 ANSWERS TO CHECK YOUR PROGRESS

---

A 5 (i) True, (ii) True, (iii) True, (iv) False, (v) True

B 5 (i) True, (ii) True (iii) False, (iv) True (v) False

---

## 6.8 TERMINAL QUESTIONS

---

1. List and explain the principles of business communications.
2. “A good letter is one which is clear and brief”. Comment.
3. Briefly discuss the arrangement of a business letter.
4. Explain the importance of salutation and complimentary close in a business letter. Illustrate both as used in business letters.
5. What purpose does indentation serve in a letter? Why are margins necessary?
6. Why should enclosures be mentioned on the body of the letter? Give two examples of enclosures which may have to be attached to a business letter.