

PART – 2

OFFICIAL COMMUNICATION

GOALS

Learners will be able to-

1. Improve their official and business communication skills.
2. Understand the importance of memos and circulars in business communication.
3. Become familiar with the various types of circulars and memos.
4. Explore the appropriate language and format associated with circulars and memos.
5. Express their ideas clearly.

LEARNING OBJECTIVES

- ◆ Differentiate between circulars and memos.
- ◆ Understand the subject matter carefully and include relevant information while drafting memos and circulars.
- ◆ Organise content logically and systematically.
- ◆ Use proper format, language and style while drafting memos and circulars.

INTRODUCTION

Since every organization whether it is a huge conglomerate or a small business is divided into various departments, using a form of internal communication becomes mandatory. Interdepartmental and intradepartmental communication an important aspect of both business and official communication. Official communication can be segregated into memorandums, official circulars, and office suggestion boxes.

CIRCULARS

Office circulars are generally those letters which are circulated to a huge number of employers in an office in a simultaneous manner, conveying a special message or an instruction that needs to be followed in the future. It is a user-friendly and a cost effective method of circulating information by ensuring that the particular message reaches many persons at the same time. These types of letters primarily focus on the business issues and hold a certain degree of importance amongst the employers in an office. The information conveyed through a circular may vary anywhere from an invitation to a meeting to the important issues like impending meetings, new rules that are going to crop up in the immediate future. This method is seen as an effective method of communication as it disseminates an issue to a huge number of people. It is an indispensable tool which is both cost effective and formal and which reduces the effort of a management considerably.

Sample

Circular No. XXI

7th December, 2016

Office working hours

For all employees

This is an official confirmation about the office timings that have to be followed strictly by all the employees. Being an outsourcing organization, we maintain a different pattern of work hours as compared to the normal. It is a sincere request to all employees to follow work timings as per the mentioned guidelines, catering to the US work time.

- Working hour 6 pm to 2 am.
- Saturday and Sunday off.
- Meal break from 9:00 am to 9:30 am.

Defaulters will be punished and strict action will be taken against repeated defaulters. In case of emergency or any other exigency, kindly notify the respected Heads in advance.

Simran Thalreja
Manager

MEMOS

A memo is used as a means of official communication within a company or an organization. The word memo or memorandum means 'reminder' and is frequently used to inform the people within the organization about policies, procedures, etc. It is often written from a one-to-all perspective (like mass communication), broadcasting a message to an audience, rather than a one-on-one, interpersonal communication. It may also be used to update a team on activities for a given project, or to inform a specific group within a company of an event, action, or observance.

A memo typically has five functions:

- To remind
- To highlight
- To recount
- To keep a record
- To inform or instruct briefly

In all the above scenarios, memos should use an easy language, with short and crisp statements.

Sample 1 (A memo letter informing the Office Manager about the purchase of office furniture.)

ABC Technopolis Ltd.
65, Nehru Nagar, New Delhi

Interoffice Memo

Date : 25 July, 2016
To : Office Manager
From : Mr. Ashok Reddy, Purchase Officer
Reference : 216/BM
Subject : Purchase of Office furniture

As desired, the order for the supply of office furniture (chairs and tables, sofa sets) has been placed with Shivshakti Furniture Mart, Kirbi place, New Delhi. The chairs and tables will be supplied in multiple lots. The order will be completed in ten days.

Sample 2 (A memo letter apprising the employees of all branches about the suspension order of an employee of the same office.)

Samriddhi Bank Limited
29 Kapasehra, Gurgaon, Haryana

Interoffice Memo

Date : 05 September, 2016
To : All Branch Managers
From : Mr. Naresh Kochar, General Manager
Reference : 114/LT
Subject : Appraisal of Cashier's Dismissal

This is to inform you all that Mr. XYZ, Cashier of Samriddhi Bank, Vilas Nagar Branch, has been suspended on charge of misappropriation of fund. All concerned are requested to abstain from transaction with him. The bank authorities will not be responsible for any sort of mishap.

Summary

The section discusses the various formal styles of letter writing, including, circular, memos, complaint letters and recovery letters. All these written styles need to follow a certain format as they are issued in the company's name.

Moreover, the language used, the diction and the tone is different for each style of writing. Special attention should be paid on style and tone while drafting official letters. There should not be any personal remarks or prejudice while writing formal letters. In addition to this, the letters must be circulated/ dispatched well in time to avoid unnecessary delays.

 **EXERCISES**

Q1) You are the Sales Head of your company Overseas International. You had dispatched a hundred important letters to your branch offices using the services of a courier company named Courier and Co. As committed, the courier company failed to deliver the letters on time due to which your company has suffered losses.

Draft a complaint letter for the same, addressing it to the Director, Dispatch and Delivery, of Courier and Co.

Q2) Imagine yourself as the Sr. Manager, of a company called Direct Solutions. One of your clients had ordered few software products, which you have delivered. However, only half the payment has been received. In spite of repeated e-mails and phone calls, the client has not cleared the pending payment.

Draft a recovery letter for the same, referring to dire consequences that could be taken in case of unfulfilled payment.

Q3) As the HR, head of your company, draft a circular, to be distributed to all employees informing them

about certain changes in dress code. Also mention, that these changes have been undertaken keeping in mind the benefit of female employees, to avoid unwanted situations.

- Q4) Draft a memo for a CA firm, quoting the amount to be spent on stationary and office supplies for the first quarter of the financial year.
- Q5) Imagine yourself as the Manager, Keller Kitchen Company. Write a letter to Tajmeet Sethi, Proprietor of Manjeet Kitchen Equipment, ordering various kitchen equipment for your newly opened restaurant. Specify all the necessary details.
- Q6) As the Office Manager of A.Q. Electronics Ltd., write a letter to the Sales Manager, Standard Office Furniture Limited enquiring about their range of visible record system filing cabinets that you are interested in introducing in your main office. Also request price lists and catalogues.
- Q7) Green Clean Ltd. is a firm providing its customers home cleaning services. As Suheil Tandon, Manager of the firm, write a sales letter addressed to Aanya Aiyer describing your state-of-the-art and environment friendly cleaning methods. Detail why you have an edge over firms providing similar services. Also provide information about any discounts or offers you may be extending to your customers.

ANSWER CLUES

Answer 1)

- Mention the date the letters were sent for courier.
- Refer to the importance of delivering by an assigned date.
- Refer to the losses your company will bear as a result of late delivery of letters.
- Also mention that this would affect further business with the courier company.
- State reasons for having chosen that particular company.
- Use salutations and date, location format according to details given in the complaint letter section.

Answer 2)

- Use proper format.
- Refer to the order no of the product; don't forget to mention the date of order.
- Quote the payment details and till when the full payment was to be made.
- Make a sincere request to complete the payment.
- Or else state some strict action that could be taken, probably you would file a complaint or issue a legal notice. Since it's a software you can't take the product back as it would have been installed by now. In case of solid products, you might also state that you will procure them back.
- Suggest another date by which you expect the complete payment to be made.

Answer 3)

- Use the circular format.
- Mention the date, a fictional circular number.
- Write a heading.

- State the objective of the circular.
- State reasons for change in dress code.
- Mention few pointers for male/female employees separately, stating the expected dress code.
- State the date from which this change should be effective.
- Also mention actions that would be taken against defaulters.

Answer 4)

- Write the heading/subject.
- State the no. of stationary supplies needed; name them for eg. Pens, pencils etc.
- Name the vendor.
- Signed by a, name the person with designation. Dated.

Answer 5)

- Use appropriate format.
- provide full particulars of goods ordered such as product name, brand name, quantity and other specifications (such as catalog number, model number, colour, size, weight, etc.) if required.
- Specify desired receipt date, shipping location and mode of shipping (rail, road, or waterways).
- Mode of payment must be clearly indicated.
- Payment date must be indicated.

Answer 6)

- Use appropriate format.
- State clearly where you got to know about them (advertisement, reference or previous business).
- Describe your need.
- List clearly all that you need information about (price, discounts, models, installation, after sales service, etc.).
- Specify a desired date before which you need the information.

Answer 7)

- Use appropriate format.
- Describe your services - state-of-the-art and environment- friendly home cleaning at Rs. 2500.
- Better than other services – use non-toxic cleaning products that are safe for children and pets; police – verified staff.
- Satisfaction guaranteed (include testimonials from existing customers).
- Discount offers such as 10% discount for first time users.
- Provide contact details.