

ENGLISH  
FOR  
SPECIFIC PURPOSE



# Chapter 6

## English for Specific Purpose

English is accepted as a familiar medium of communication in the international arena. In this age of globalization, market expansion and consumerism, the importance of English as a communication tool is rapidly increasing. English is now in demand as a specific skill for a specific purpose, such as English for the entrepreneurs, English for the sales personnel, English for the medical professionals, English for the corporate sectors, English for the engineers and the technocrats—and so on for each specific professional field. That is why, English for Specific Purpose is an important module to be taught in our classes.

With this intention, the Board of Studies in English of West Bengal Council of Higher Secondary Education and the State Government Expert Committee on School Education have decided to include ESP as an integral part of the new syllabus. There are some specific terms, some syntactical patterns, some techniques which are typical to the specific field where the language is being used. The language used in a classified advertisement in a newspaper can never be the same as that of a commercial leaflet; the tone and pitch of a business letter is widely different from that of an official circular. It is desired that the students should know these nuances of the language to meet the linguistic demands of their specific fields.

## REPORT WRITING

Report is a statement of facts based on observation and investigation. It is prepared to communicate specific information. There are three main types of report :

- a) Eye-witness reports : These give an account of what was actually seen or experienced.
- b) Work-reports : These are of three kinds-(i) Progress report on work (ii) Completion report on final progress, and (iii) Single report on work of limited scope or duration.
- c) Investigation reports : These are of two kinds-(i) Information reports, detailing and analysing findings and showing their significance, (ii) Recommendation reports advising an action to be taken as well as giving information.

We are mostly familiar with Newspaper reports; and the essential features of these reports are:

- i) They must have a short and catchy heading
- ii) There must be reference to the place and date
- iii) The reporter should merely give facts and not personal opinion.

**A Business Report conventionally contains the following parts :**

- a) Suitable title
- b) Terms of reference
- c) Proceedings
- d) Findings
- e) Conclusions
- f) Recommendations

**Some reports may have other parts :**

- Table of contents
- Summary (the key points and main aim of the report)
- List of symbols, abbreviations and definitions.
- Acknowledgements (people who helped)
- References (documents and published materials consulted)
- Appendices (for table, figures, graphs, questionnaires).

In the following pages you have some examples of Newspaper Reports, followed by some Business Reports.

## NEWSPAPER REPORTS

**Observe how the given points are developed into newspaper reports :**

**Points :**

Nobel prize awarded to Dr. Amartya Sen, an Indian expert on poverty – prize awarded to welfare economics – Dr. Amartya Sen’s reaction to the prize – Dr. Sen’s prize as an honour to India – places where Dr. Sen taught and his work on poverty and famine

### India’s Pride

**Stockholm, Oct. 14 :** Dr. Amartya Sen, an Indian expert on poverty and hunger and the Master of Britain’s Trinity College, Combridge, on Wednesday won the Noble Prize for Economics.

He was awarded the prestigious prize “for his contributions to welfare economics,” which have helped in the understanding of the economic mechanism underlying famines and poverty, the Royal Swedish Academy of Sciences said in its citation.

“Sen, who has taught both economics and philosophy, has restored an ethical dimension to the discussion to the discussion of vital economic problems.” the academy said.



“I was surprised and quite pleased when I got call,” Dr. Sen said in New York. “But I was even more pleased when they told me the subject matter was welfare economics, a field I have long been very involved in. I am pleased that they gave recognition to that subject.”

Dr. Sen downplayed his Nobel achievement, saying there were many others who deserved the prize and he wished he could share it with them. Dr. Sen was in New York to deliver a lecture on Thursday on Pakistani economist Mahbub-ul Haq. With characteristic humility. Dr. Sen said there were many economists who had worked on this subject and “it is a tragedy we can’t all share the award.”

Asked if he thought this was an honour for India, he said, “I don’t know that. There are many Indians who have received the Nobel Prize. There are many honours and this is one. What pleases me most is that the subject has received recognition.”

Dr. Sen heard about the prestigious award when he received a call at 4 a.m. in his hotel room. “I thought there was some emergency when the phone rang,” he laughed.

Dr. Sen was born in Bengal in 1933 and is still an Indian Citizen. He left his professorships in economics and philosophy at Harvard University this year to become Master of Trinity College, Cambridge. The prize, officially known as the Bank of Sweden Prize in Economic Sciences in Memory of Alfred Nobel, is worth 7.6 million crowns (\$ 960,000) this year.

Dr. Sen, 64, has done work including studying the Bangladesh famine of 1974 and other catastrophes in India, Bangladesh and countries of the Sahara.

His work deals with development economics, the study of the welfare of the world’s poorest people. His best-known work, Detailed in his 1981 book, *An Entitlement Deprivation*, challenges the common view that the shortage of food is the most important explanation of famine.

### Exercise

1. Write a newspaper report on the arrest of rival gangs by the police.
2. Write a newspaper report on the seizing of large quantities of crackers by the police.
3. Write a newspaper report on the arrest of Puja Committee members on extortion charges by the police.
4. Write a newspaper report on the death of three people by lightning in Medinipur

## BUSINESS REPORTS

**1. Report indicating the causes of fall in sales of fruit products in Kamrup districts:**

From

A. Sengupta

District Sales Officer

Nadia

West Bengal

April 20 2015

The Regional Sales Manager

Rich Fruit Products Limited

A. N. Banerjee Road

Kolkata

West Bengal

Dear Sir,

*Sub: Report on the fall of sales in Nadia District*

*Vide your Memo no. 43 /Dst-Sl 199*

With reference to aforesaid Memo of April 3, 2015 a report on the above subject has been prepared on the basis of market survey. The report is attached for your attention.

Should you require any further clarification/ information, please write. The undersigned would furnish them at the earliest.

Thank you.

Yours faithfully

(R. Mishra)

District Sales officer

Enc : Report

**REPORT ON SALES DECLINE**

On the basis of market survey and information collected by the sales representatives, the following facts may be underlined for the sudden fall of sales of our company's fruit product.

**1. Massive Drought :** The entire Nadia district experienced severe drought last year. 90% Population of this district being agriculturists, their purchasing power has been crippled. Another effect of drought is the excessive high price of essential commodities. Evidently, people have to sacrifice the consumption of fruit products to cope with this problem.

**2. Unwilling Retailers :** The drought situation affected the retail sales of the all commodities, including essential goods. Judging the market condition, retailers were unwilling to block their capital in fruit products. Of course, a few of them wanted to stock but demanded 10% more commission. This demand also stood in our way to sell more.

**3. New Competitors :** It is further brought to your attention that a new company under the name "Joy and Enjoy" entered in this market last year. That company has adopted massive advertisement and publicity. The new company has arranged door-to door sales and offering 30% discount. The company is manufacturing and selling all of our items. Moreover, the company is offering utensil as gift on each purchase. This offer has also dampened the sale of our product.

**4. Customer Complaint :** Lastly, some retailers have complained against lasting effect of our Juice and Squash item. These retailers have expressed their unwillingness to stock, particularly those two products, in bulk.

It is felt that these factors are the causes behind the fall in sales of our fruit products in Kamrup District, Assam. Necessary information may be referred to from Annexure.

(R. Mishra)

District Sales Officer

Enc : 2 (two)

- i) Annexure -I
- ii) Annexure -II

**Report suggesting means to boost up the sales of tinned coffee in Kolkata :**

From  
S. Mahapatra  
District Sales Officer  
Kolkata District

January 15 2016

The Regional Sales Manager  
Reliable Company Limited  
Bodh Gaya Marg  
Patna  
Bihar

Dear Sir,

*Sub: Report to boost up the sales of tinned coffee*

Please refer to your Memo No. SI/R-49/99 dated December 10,2010 on the above subject. The Report with necessary facts is attached for your attention.

Should you require any further clarification/information, please write. The undersigned would furnish them at the earliest.

Thank you.

Yours faithfully

(S. Mahapatra)

District Sales officer

Enc : Report as stated above

**REPORT TO ENHANCE SALES**

On the basis of market survey and the information gathered from the sales representatives of our company, the undersigned presents below a few suggestions to consider for implementation.

**1. Intensive Advertisement and Publicity :** Ours is a new product. Already two established companies are selling tinned coffee in Kolkata market. Particularly, X Co's product is well-known to the Kolkatans. It is submitted, therefore, wide publicity and massive advertisement have to be resorted to enter into the market. Hoardings at north and south Kolkata have to be utilised catchy slogan. Cinema slide has to be used, particularly

to draw attention of all income groups. Advertisement has to be given in the largest circulated daily also.

**2. Attractive Package :** It has been observed the people in general are not happy with the pack. Kolkatans give weightage to attractive look of the pocket. Hence, instead of tinned pack, the company has to think over some other type of attractive container.

**3. Buyers' Discounts :** With a view to popularising the product, some household utensils may be given to each buyer as a gift. This scheme should continue for a month and massive publicity has to be given so as to inform people of this gift sheme. Subsequently, 10% discount on retail price of coffee may be introduced. It may be allowed to continue for a few months. This may enable the company to establish itself in the market.

**4. Retailers' Commission :** Container coffee of two companies has already occupied the Kolkata market. It is felt, therefore, a high rate of discount may be offered to the retailers to encourage them stock our goods. Besides, offer of 90 days' credit would encourage the retailer for bulk purchase.

**5. Incentives to the sales representatives :** In order to encourage our sales representatives to push the product, a scheme of bonus may also be introduced for them. Cash bonus may be paid quarterly on sales above a minimum garget.

It is hoped that above suggestions would receive your attention.

(S. Mahapatra)  
District Sales officer  
Kolkata District

## REPORT FROM POINTS GIVEN

### ◆ Some examples :

#### 1. Write a report based on the following points :

*Your visit to Ladakh with your classmates and teachers—you stayed in a camp near Buddhist monastery—your discussion on Buddhist religion, architecture, geographical situation—scenes of wild animals and birds—other activities the local people—coming back.*

**Ans.** Sujoy Mukherjee of Ranigunj reports on his visit to Ladakh:

Ladakh is a beautiful place. It attracts thousands of tourists. It's lovely green valleys, gardens, lakes, fountains, celebrating climate—all create an indelible impression on the minds of the visitors and tourists. This summer, we too decided to visit the place with all its grace and grandeur. Ladakh which is famous for its Buddhist monasteries. Our class teacher and class-mates chalked out a plan to visit all these spots.

To reach Laddakh, the tourists have to undertake a long journey. The roads are full of sharp curves. One the way, the sights of flowering plants with sword-shaped leaves are worth-enjoying. The Momads along with their flocks of sheep and heard of yaks are seen here and there. People in Ladakh worship Buddha.

Ladakh is free corner of the central land area of Tibet. The people of Ladakh Are very cheerful. They have their own dialect. They have faith in Lamaism. Men and women put on jewellery made of gold, silver and greenish blue precious stone. They wear long coat-like garments tied at the waist. They also put on tall silk-hats. They have one strange custom that a women may get herself married to more than one husband at the same time. The husbands are generally brothers or cousins.

We pitched our tent near a Buddhist monastery and stayed in it.

At night we had music, songs, dance and cultural activities. During our stay we also saw wild animals prowling. Strange birds were also chirping on the branches of the trees.

On the 16<sup>th</sup> of June we set out on our journey back to our home.

#### 2. You have been asked to attend a school fair organised with a view to raise funds for the school. Write an account of the fair based on the following points :

*Date and venue of the fair—games—stalls—sale of tickets and coupons—the colourful atmosphere—noise.*

**Ans.** Rudra Banerjee reports on a fair organised by St. David's School, Durgapur.

A friend of mine, who is the secretary of St. David's School, asked me to attend the fair organized by the school authorities in the school campus. It was the 25<sup>th</sup> of February. The fair looked like a colourful festivity. Games like football, badminton, and cricket were held. Several stalls containing a variety of articles were the Music conference, the disco-dance and the mini zoo. A drama was also staged. The students of the school presented most of the activities. Tickets were sold to raise funds for the school.

I was surprised to see that the number of the spectators was very large. One inquiring, I was told that most of the visitors were the parents of the students. They had come to encourage their sons or daughter to take active part in the school activities. Most of the food stalls, painting and embroidery centres and cosmetics stalls were organized and run by the students. The margin of profit they earned was donated to the school.

Those players who fared well were awarded prizes. The school authorities bore the expenses of the prizes. In return every team desirous of taking part in the tournament was required to deposit Rs. 25/- each as an entry fee.

It was treated as an important guest. One of the members of the school committee escorted me to the fair ground. I walked through the whole place and was happy. My friends offered me coffee with heavy breakfast. I was informed that a fund of Rs. 2 lacs was expected to be raised. Really, there was life and bustle in the school campus.

### **3. Write an eye witness report on a train accident on the basis of the following points.**

*Date and time of the accident—the train—the site of the accident—immediate reaction—rescue works—steps taken.*

**Ans.** Mr. Kumar of Sahaganj writes the report.

It was around 3.15 a.m. on 26<sup>th</sup> November 2015 when the Jammu-Sealdah expressed slammed into the Amritsar bound Frontier mail that had vaulted off its tracks minutes earlier. The accident occurred between Kaudi and Daudpur village outside with outer reaches of Khanna railway station about 228 km south-east of Amritsar. I was sleeping in the train when I first heard a thunderous noise. I fell from the bunk. The lights went out the same moment. It was totally dark and I could hear only shrill voices, crying in pain, pleading for help. I tried to look for my co-passengers, a young lady and her six year old son. I could not find them. I got out of the compartment. Local villagers had already rushed in and started the rescue work. I heard one woman trapped beneath the wreckage shrieking, "Cut off my legs, cut off my arms, just save me". I was another woman trapped inside. Her legs were dangling from the compartment. Along with other people I tried to make her

free. But she could not be freed because the compartment was at the bottom of the pile. Helplessly I saw her dying. Later I saw the smashed bodies of my co-passengers lying in a pool of blood.

Medical relief trains from Ambala arrived at the spot. The injured were taken to hospitals in Khanna and Ludhiana. The villagers were joined by several army and police personnel to stop up the rescue work. While some of them were busy in recovering the dead bodies and clearing the debris, of the trains. We would have died if the villagers had not saved us. I hope no one ever passes through this experience.

### PRÉCIS WRITING

**Précis writing** means bringing out the gist of the given passage in as few words as possible, discarding all redundant matter in the process, and retaining only that which is essential to the central theme.

Thus, while writing a précis of a given passage the following points are to be followed:

- To begin with, the passage must be read well to get the general meaning
- The passage must be re-read carefully to identify the important information
- The important points should then be organized to form a concise version of the given passage
- As far as possible one's own language has to be used
- Colloquial expressions, figures of speech, examples, spurious information should be avoided
- A rough draft of the précis must precede the final draft
- The precis should be one-third the length of the given passage
- The précis must carry a suitable title

### MODELS OF PRÉCIS WORKED OUT

1. The world is like a looking glass, if you smile it smiles, if you frown it frowns back. If you look at it through a red glass all seems red and rosy; if through a blue all blue, if through a smoked one, all dull and dingy. Always try then to look at the bright side of



things. There are some persons whose smile, whose very presence seem like a ray of sunshine and brighten the whole room. Greet everybody with a bright smile, kind words and a pleasant welcome. It is not enough to love those who are near and dear to us. We must show that we do that. While enjoying the blessings of life, we cannot expect to have no sorrows or anxieties. Life is indeed a tragedy at times and comedy very often, but as a rule it is what we chose to make it. [151 words]

**Guidelines :** 1. Like a looking glass the world reflects all our attitudes. 2. What we find the world to be is what we do with it. 3. A cheerful and graceful behaviour of us will make the world sweet. 4. The world is made of good and evil. 5. We should give up the evil and look always to the bright side of things. 6. We must behave with others pleasantly and show our love towards all. 7. Life has its good and bad days and we should be ready to face life as it is.

**Précis :**

### **We make our own world**

Like mirrors we receive from the world that we give to it. If we behave gracefully, the world will appear happy. The very presence of some people makes this world happy. So we should use sweet and kind words to all. We must be prepared to accept tragedies ungrudgingly. [49 words]

2. Religion is based, I think, primarily and mainly on fear. It is partly the terror of the unknown and partly the wish to feel that you have a kind of elder brother who will stand by you in all your troubles and disputes. Fear is the basis of the whole thing—fear of the mysterious, fear of defeat, fear of death. Fear is the parent of cruelty and therefore, it is no wonder if cruelty and religion go hand in hand. It is because fear is at the basis of those two things. In this world we can now understand things by the help of science, which has forced its ways step by step against Christian religion; against the Churches, and against the opposition of all the old precepts. Science can help us to get over this grave fear in which mankind has lived for so many generations. Science can teach us no longer to invent allies in the sky, but rather to look to our own efforts here below to make this world a fit place to live in. [180 words]

**Guidelines :** 1. Fear is the basis of both religion and cruelty. 2. Science has helped to dispel this fear. 3. Science has made man dependent on his own ability and not on any mysterious power. 4. Science is thus undermining the power of Christianity. .

**Précis :**

**Science versus Religion**

Fear of the unknown, and the wish to get help from other sources in his distress led men to put faith in religion. Science had made men dependent on his own ability. With the help of science man has got over the fears of unseen powers. As a result science is thus undermining the awe and fear of Christianity and the power of the Churches. [63 words]

3. The student should learn to think and act for himself. No man has ever been great by imitation. One great reason is that it is much easier to copy the defects of a great man's character than to imitate his excellencies. Alexander the Great had a foolish tutor who used to call him Achillies. He was taught to admire that character. But when he came to imitate Achillies, he imitated one of the most cruel and hateful actions of that hero's life. He dragged the governor of a town through the streets after his chariot. This was because his foolish tutor had taught him to imitate as well as to admire. Indeed it is easy to imitate and borrow. But set it down, no imitator ever reached anything like eminence. We can not copy goodness or greatness by an effort. We must acquire it by our own patience and diligence. [151 words]

**Guidelines :** 1. Students should not imitate others. 2. He should learn to think and act for himself. 3. It is easier to imitate the defects of one's character than his excellencies. 4. Though it is easier to borrow no one can achieve greatness by borrowing.

**Précis :**

**Imitation can achieve no greatness**

Instead of imitating others the student should learn to think and act for himself, for it is easier to borrow than acquire something by one's self. An imitation is sure to borrow the defects than the good points. No one has ever become great by copying.

4. The family, like the house in which they live, in the walls should appear and let in the wind and rain. The happiness of a family depends very much on attention to little things. Order, comfort, regularity, cheerfulness, good taste, pleasant conversation—these are the ornaments of daily life, deprived of which it degenerates into a wearisome routine. There must be light in the dwelling and brightness and pure spirits and cheerful smiles. Home is not usually the place of toil, but the place to which we return and rest from our labours, in which parents and children together pass a careless and joyful hour. To have nothing to say to others at such times, in any rank of life, is a very unfortunate temper of mind and may perhaps be regarded as a serious fault; at any rate it makes the house vacant and joyless. [158 words]

**Guidelines :** 1. Attention to little things ensures the happiness of a family—things like order, good taste and cheerfulness. 2. Without these the home becomes dull. 3. A home is a place for rest. 4. A happy home makes a happy family.

**Précis :**

### **The Happiness of a Family**

The happiness of a family depends upon attention to little things like orderliness, good taste and cheerfulness. Without them the home would become dull. Men return home for rest after day's toil, where parents and children may spend happy hours. A happy temper of mind alone can make a happy family. [52 words]

5. Teaching is the noblest of professions. A teacher has sacred duty to perform. It is he on whom rests the responsibility of moulding the character of young children. Apart from developing their intellect, he can inculcate in them qualities of good citizenship, remaining neat and clean, talking decently and sitting properly. These virtues are not easy to be imbibed. Only he who himself leads a life of simplicity, purity and rigid discipline can successfully cultivate these habits in his pupils. Besides a teacher always remain young. He may grow old in age, but not in spirit. Perpetual contact with budding youths keeps him happy and cheerful. There are moments when domestic worries weigh heavily on his mind, but the delightful company of innocent children makes. [132 words]

### **Précis : Nobilities of teaching**

Teaching is the noblest profession. A teacher leading a simple, pure and disciplined life can mould the young children making them neat and good mannered citizens. Besides, he remains ever young forgetting his own domestic worries in the constant company of the young. [43 words]

6. The trees give shade for the benefit of others, and while they themselves stand in the sun and endure the scorching heat, they produce the fruit of which others profit. The character of good men is like that of trees. What is the use of this perishable body if no use is made of it for the benefit of mankind? Sandalwood, the more it is rubbed, the more scent does it yield. Sugarcane, the more it is peeled and cut into pieces, the more juice does it produce. The men who are noble at heart do not lose their qualities even in losing their lives. What matters whether men praise them or not? What difference does it make whether they die at this moment or whether their lives are prolonged? Happen what may; those who tread in the right path will not set foot in any other. Life itself is unprofitable to man who does not live for others. To live for the

mere sake of living one's life is to live the life of dogs and crows. Those who lay down their lives for the sake of others will assuredly dwell for ever in a world of bliss.

[199 words]

### **Précis : Good men live for others**

The character of good men is like that of trees. They live for others and do not lose their qualities even in losing their lives. They always follow the right path. Praise is immaterial to them. To live for one's own sake is to lead the life of beasts. Only those who lay down their lives for others will live forever in a world of bliss.

[66 words]

### **MORE ABOUT PRÉCIS**

So far you have been given models of usual passages for precis-writing. But in your working life you may need to write precis regarding other subject-matters, viz. a series of Business Correspondences or Business Reports etc. To familiarize you with the style of precis-writing in those special areas, some examples are given.

While you write the precis of business correspondence you should keep in mind the following points:

- In writing the precis of a series of letters, the facts or events covered by all the letters should be summarized as a whole—in the form of a continuous narrative.
- The relevant facts and events contained in the series of letters should be narrated in the precis in the chronological order of their occurrence and arranged in their logical sequence.
- If the letters in the series are written within a few days, only the date of the first letter in the series should be mentioned in the precis. But if there is a long gap between one letter and another, the date of the next letter should also be included.
- Names of persons appearing in the letters should be excluded, unless these are essentials.
- Usually the subject-matter of the business correspondence forms the title of the precis.

Writing the Precis of Business Reports like Annual Report of Directors, Monthly Progress Reports of Departmental Managers etc. is a difficult task as all these contain facts and figures of a technical nature. So there is not much scope of compression. Special reports, prepared by individuals or committees after conducting a special enquiry on a particular matter, contain all important facts as well as conclusions or findings and recommendations. So special care should be taken to see that no essential point or fact is left out while drafting the precis.

The precis of report or memorandum (the grievances or demands sought to be redressed with arguments and submitted to higher authority) should be prepared as a continuous narrative, but it may be divided into paragraphs each dealing with a particular aspect of the report or memorandum.

Now, go through the examples.

**1. From the following series of letters write a precis with a suitable title**

**(a) Messrs. International Traders, Kolkata**

Pioneer Pen Co.,  
Madras, the 16 January, 2010

Dear Sirs,

We should like to draw your attention to our Bill for Rs. 1026.00 against your order for 15 dozens Fountain pens which still remains unpaid. Settlement was due on 31st December and perhaps this has escaped your notice. A copy of the statement of accounts is enclosed and we shall be glad to receive your remittance per return.

Yours faithfully,  
Pioneer Pen Co.

**(b) Messrs. International Traders, Kolkata.**

Madras,  
the 31 January, 2010

Dear Sirs,

This is to draw your attention to our outstanding Bill for Rs. 1026.00 a copy of which was sent to you with our letter dated 16th January. As we have received no reply to our letter, it is presumed that the letter has not reached you.

We now enclose a duplicate Bill and hope that you will remit the amount positively by the end of this week.

Yours faithfully,  
Powerglide Pen Co.

**(c) Messrs. Powerglide Pen Co., Madras.**

Kolkata,  
the 5 February, 2010

Dear Sirs,

We acknowledge receipt of your letter dated 31st January enclosing a duplicate Bill for Rs. 1026.00. Your earlier letter dated 16th January has not reached us so far. We regret the fact that you had to remind us about the overdue Bill which we could not settle in time as business has been very dull during the past two months. Our sales have dropped considerably and most of our debtors have been tardy in settling their accounts.

We expect the market to revive within the next month when it will be easier for us to settle your Bill. In the circumstances, we hope you would grant us an extension of one month and we assure you that the amount due on your Bill will be remitted by that time.

Yours faithfully,  
International Traders.

**(d) Messrs. International Traders, Kolkata.**

Madras, the 10 February, 2010

Dear Sirs,

We are in receipt of your letter dated 5th February, and note the difficulties in which you are unfortunately placed.

In view of the circumstances stated by you, and considering our long business connection with your firm, we agree to allow you a month's time to settle your accounts. It must be understood, however, that this is being done without prejudice to our usual terms of payment and we shall expect payment positively by the first week of March.

We hope this will enable you to tide over the temporary difficulty and you will be able to place further orders with us after the market recovers.

Yours faithfully,  
Powerglide Pen Co.

**Précis ; Précis of correspondence between Powerglide Pen Co. and International Traders on the subject of an outstanding Bill due from the latter.**

On 16 January 2010 Messrs. Powerglide Pen Co. wrote to Messrs. International Traders asking the latter to settle an overdue Bill, and receiving no reply to the same the former sent a reminder with a duplicate Bill. Messrs. International Traders regretted the delay, which was due to bad market conditions, and asked for a month's extension which was granted by Messrs. Powerglide Pen Co. without prejudice to their usual terms.

***Look at the second example :***

**2. From the following series of letters write a précis with a suitable title :**

**(a) Messrs. Sundry Chemical Co., Patna.**

Kolkata, the 5 July, 2010

Dear Sirs,

We regret to point out that order dated 25th June for immediate supply of 5 tons of Soda Ash still remains unexecuted. The material is required by us to meet an urgent order from a valued customer in Rangoon and was due for shipment from the Kolkata Port on 3rd July.

We regret to inform you that the delay in delivery of this material has placed us in a very difficult position and unless delivery is effected within this week, we shall be compelled to cancel the order and sue for damages.

We earnestly hope that it will be possible for you to effect delivery as desired and thus make it unnecessary for us to take any unpleasant action.

Yours faithfully,  
Seminal Traders.

**(b) Messrs. Seminal Traders, Kolkata.**

Patna, the 7 July, 2011

Dear Sirs,

We acknowledge receipt of your letter of complaint dated 5th July. We very much regret our inability to effect delivery as promised due to circumstances beyond our control. Due to sudden strike by contractors labourers and a section of our supervisory staff, production in our factory stopped completely for nearly a week from 28th June. As the materials in stock were earmarked for supply against some earlier orders, it became impossible for us to effect supply within the scheduled time.

The strike has since been settled and production has been resumed with effect from 3rd July. We are making every efforts to effect delivery against your order by 12th July and hope that with this you will be able to meet your commitments. Please confirm per return whether this arrangement is acceptable to you.

We hope you will appreciate our difficulties and take a reasonable view failure to supply in time.

Yours faithfully,  
Sundry Chemical.



(c) **Messrs. Sundry Chemical Co., Patna.**

Kolkata, the 19 July, 2011

Dear Sirs,

We are in receipt of your letter dated 7th July and realize the difficulties in which you were unfortunately placed. In the meantime, we have been assured by our customer in Rangoon that they are ready to extend the date of supply by a fortnight and shipment of the materials by the next ship leaving Kolkata Port on 14th July will be quite in order.

In the circumstances, we are ready to accept delivery of the materials from you provided the consignment reaches us positively by 12th July. Should the supply be further delayed we shall have no other alternative than to cancel the order and procure the supply from some other sources.

Yours faithfully,  
Seminal Traders

**Précis : Précis of correspondence on a complaint regarding delay in supply and its adjustment.**

On 5 July 2011 Messrs. Seminal Traders complained to Messrs Sundry Chemical Co. regarding delay in delivery against their order for immediate supply of 5 tons of Soda Ash; and threatened to cancel the order and sue for damages unless delivery was made within the week. Messrs. Sundry Chemical Co. regretted the delay due to sudden strike in their factory and asked the former to confirm their acceptance if delivery was made by 12 July 2011, Messrs. Seminal Traders agreed to accept delivery provided it was made positively by the date and warned the latter that the order would be cancelled if delivery was further delayed.

## **BUSINESS LETTER**

◆ **INTRODUCTION :** Business implies communication : oral and written ; and letters are an important media of written communication. A business is known by the letters it writes. Even when a deal is struck over the telephone or e-mail, still the transaction is confirmed by a letter. In this sense, letter has an important evidentiary and authentic value.

**LAY-OUT of a Business Letter :** A Business Letter must be written on a Company Letterhead, i.e. printed writing pad with the Company's name, and address. It must have a Reference No. and Date.



**ARUNDHUTI ENTERPRISE**

10 N. S. C. Bose Road  
Kolkata-700001

Ref No.....

Date.....

To

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

Sub.....

Sir/Sirs,

.....Body of the Letter,.....

Signature

(NAME)

DESIGNATION

Enclose :

**Some important points to note :**

- write the address without any punctuation mark in between the number of the house/building and the name of the road/ street/lane : Only leave a gap :

23 N.S.C. Bose Road,  
Kolkata-700001

- Write the date either as 10 May 2000 or May 10, 2000. Only these two methods are acceptable in the international business world.
- Do not put any punctuation mark after 'To' in the salutation part of the letter.
- While addressing a particular man in the concern address him as 'Sir' ; but when you address the Company, address as 'Sirs'.
- Towards the end of the letter do not write 'Thanking you'; better write, 'Thank you'.

- While addressing a man by his name, you should write 'Yours sincerely'; and if you address him by his designation, you should write 'Yours faithfully' or 'Faithfully Yours'.
- The language and over-all approach should be very formal but polite.

The area of business letter is a vast area. In the following pages some examples of business letter on various items are given. While you go through them, you should particularly note the language of the letter which varies according to the subject-matter and the tone of the letter.

## A. LETTER OF QUOTATION AND ORDER

1. **A business organisation decided to buy yearly requirement of stationery goods. Hence, a letter drafted asking a reputed concern to furnish the prices of different articles (Inviting Quotation) :**

**J. K. Enterprise**  
15 B. B. Ganguli Street  
Kolkata-700 001

Our Ref : Pur-Enq/15/5/12

15 May 2012

Messers Variant Trading Mart  
29 Mahatma Gandhi Road  
Kolkata-700 009

Sirs,

Sub : Inviting Quotation of Stationery Goods

We have decided to buy the following types of stationery goods for yearly consumption of our office.

1. White paper 40 rims
2. Envelopes 60 dozens
3. Clips 100 dozen
4. Pins 50 packets
5. Pencil (Red & Blue) 10 dozen
6. Ink Refill (Red & Black, 8 dozen each)
7. Carbon Paper (Black) 12 packs

We shall be glad to receive from you the lowest quotation for all these goods on or before June 15 1999. If your quotation suits us, the order will be placed within a fortnight of the receipt of quotation. Our terms are cash.

Thank you.

Yours faithfully,

(Sankar Banerjee)  
Proprietor

## 2. Reply to the letter :

**VARIANT TRADING MART**  
29 Mahatma Gandhi Road  
Kolkata-700 009

Our Ref : Sal-Qt/290/6/12

1 June 2012

Mr. Sankar Banerjee  
J. K. Enterprise  
15 B. B. Ganguli Street  
Kolkata-700 001.

Sir,

Sub : Quotation of Stationery Goods

Thanks for the letter (Pur-Enq/15/5/12) of 15 May 2012

In reply to your enquiry, we take pleasure in submitting the quotation for the articles specified in your letter.

1.	White paper	Rs.	40/-	Per	rim
2.	Envelopes	„	7/-	„	hundred
3.	Clips	”	5/-	„	dozen
4.	Pins	„	8/-	„	dozen
5.	Ink Refill	”	35/-	„	box of hundred
6.	Carbon Paper	„	130/-	„	pack of hundred

Please further note, our business terms include 5% discount on bulk purchase at cash and delivery within a month at our cost. In case any product fails to satisfy the specification we would take the material and replace the same at the earliest. For further information, a Catalogue indicating the details of different variety of materials in enclosed.

Hope you would find our quotation and terms most favourable.

Thank you.

Yours faithfully,

(B. Debnath)

Manager

Enclo : Catalogue

**3. In appreciation of a quotation, letter drafted to place an order :**

**J. K. ENTERPRISE**

15 B. B. Ganguli Street  
Kolkata-700 001

Our Ref : Pur-Ord/119/7/12

5 July 2012

The Manager,

Variant Trading Mart

29 Mahatma Gandhi Road

Kolkata-700 009.

Sir,

Sub : Order for Stationery Goods

Thanks for the Quotation of stationery goods vide your letter Sal-Qt/290/6/12 of 1 June 2012. Since your quotation is favourable we place an order of the following items :

- |    |                     |   |     |        |
|----|---------------------|---|-----|--------|
| 1. | White paper (A1)    | — | 200 | rims   |
| 2. | Envelopes (white)   | — | 500 | pieces |
| 3. | Clips               | — | 50  | dozens |
| 4. | Pins                | — | 50  | dozens |
| 5. | Ink Refill (Blue)   | — | 50  | boxes  |
| 6. | Carbon paper (blue) | — | 25  | packs  |

Please note that all these items should conform to our specification, and no compromise will be made so far the quality of things is concerned. Please also note that all these items must reach us positively by 10 August 2012. Full payment in A/C Payee Cheque will be made on receipt of the goods.

Please confirm this order and oblige.

Thank you.

Yours faithfully,

(S. Banerjee)

Proprietor

**4. Reply to the letter :**

**VARIANT TRADING MART**

29 Mahatma Gandhi Road  
Kolkata-700 009

Our Ref : Sal-Ord/3130/7/12

July 28 2012

Mr. Sankar Banerjee

J. K. Enterprise

15 B. B. Ganguli Street

Kolkata-700 001

Sir,

Sub : Acceptance of Order

Thank you very much for your Order vide your letter No. Pur-Ord/119/7/12 of 5 July 2012.

With reference to your above-mentioned letter I would like to state that the items as per your specification will definitely reach you by 10 August 1999. The A/C Payee Cheque should be in the name of Variant Trading Mart.

Once again I thank you for giving us an opportunity to serve you.

With regards.

Yours faithfully,

(B. Debnath)

Manager

## **B. COMPLAINT LETTER AGAINST WRONG DELIVERY OR DEFECTIVE DELIVERY**

### **5. Letter to Paint & Varnish Co. (Pvt.) Ltd., complaining against wrong delivery of goods and advising to replace them:**

#### **SUNSHINE PAINTS**

23 Bagha Jatin  
Kolkata-700 084

Our Ref : Ord-10/3/11

28 March 2011

The Manager,  
Paint & Varnish Co. Pvt. Ltd.  
44 S. M. Avenue,  
Kolkata-700 014  
Sir,

Sub : Wrong delivery of paints

Thank you for the prompt execution of Order. But we regret to inform you that the paints supplied do not conform to our specification vide Order No. 10 of March 2 2011.

Please note, the supply is wrong with regard to the following items :

1. Instead of 1 Litre Tin of Black Enamel paints, Red paints supplied.
2. Instead of 500 grams Tin of Navy Blue Synthetic paints, Blue Black supplied.
3. Instead of 500 grams 1 Litre Tin of Green Plastic paints, light Red Plastic paints supplied with lesser thickness.
4. 2 Litre tins of ordinary Pink paint has been supplied.

Since we do not require the aforesaid items, we request you to replace the same as per our order. Your prompt action would be highly appreciated.

Thank you.

Yours faithfully,

(Sumon Mukherjee)

Proprietor

Enclo : Copy of the Order.

**Points to Note :**

While drafting a complaint letter against defective or damaged goods

- (a) The language and proforma of the letter will be the same.
- (b) Only the type of defect or damage has to be mentioned; e.g.: rusty screws, broken handle, torn bags, dirty and blackish, shortage of weight etc.

**In reply to the above**

- (a) beg apology at the beginning of the letter.
- (b) assure replacement so that the customer does not incur any loss.
- (c) causes of defect or damage may be explained.
- (d) offer for some discount facility against those goods may be made.
- (e) the approach should be polite and courteous.

**6. A letter expressing an apology :**

**PAINTS & VARNISH (PVT.) LTD.**

44 S. M. Avenue  
Kolkata-700 014

Our Ref : Sal-Ord/12/4/11

6 April 2012

Mr. M. K. Mukherjee  
Messers Ashok Paints  
23 Ganguli Bagan  
Kolkata-700 084.

Sub : Wrong delivery of paints against Your Order No. of 2 March 2011

We have noted the contents of your letter of 28 March 2011, and are sorry for the mistake occurred in supplying the goods.

We are however, arranging to take back the material in a week's time and to replace the same according to your specification. Hope, our long standing business connection would, in no way, be affected due to this inadvertent mistake.

Sorry for the inconveniences you have been put to.

Thank you.

Yours faithfully,

(M. L. Verma)

Sales Manager

**C. LETTER SEEKING TIME EXTENSION FOR DELIVERY AND PAYMENT**

**7. Due to shortage of raw material Messrs Allied Enterprise writes to OM Traders seeking time extension for delivery :**

UNITED ENTERPRISE

Salt Lake  
Kolkata-700 091

Our Ref : Ord/225/6/10

14 June 2010

The Manager,  
OM Traders  
102 Nirmal Chander Street,  
Kolkata-700 012

Sir,

Sub : Delay in delivery against your Order No. 225 of 2 March 2010

We are in receipt of your letter of 7 June 2010, reminding us of our failure to execute the order of screws, nuts and bolts within the schedule time.

We are sorry for this delay over which we have been produced due to acute shortage of steel and brass wire in the local market. In spite of our best effort we could not procure this material till April and hence brought the same from Madras.

In this circumstances, may we request you to extend the time of delivery for a fortnight. We have started full-fledged production in the meantime, and hope to deliver the goods before June 30 2010 positively.

Hope you would allow this extension by a letter in return.

We are sorry for the inconvenience caused to you. Thank you.

Yours faithfully,

(N. Bose)

Partner

for **United Enterprise**



**8. Letter cancelling an order for undue delay :**

**SHANTI TRADERS**

17B R. B. Avenue  
Kolkata-700 019

Our Ref : Pur-Ord/10/9/10

9 September 2010

The Manager,  
Singhal Steel Wires Agency,  
Ludhiana  
Punjab.

Sir,

Sub : Cancelling of our Order of Steel Nuts & Pipes

We believe, you are in receipt of our letter along with the Order of above goods (Order No. 10 dated 16 August 2010). But till this date your confirmation has not reached us.

Since we require those goods for completion of a contract job, we cannot wait further for your confirmation. Any delay on your part would cause serious injury to our business and market reputation. In this circumstance, we would request you to treat the aforesaid order as cancelled.

Sorry for the inconveniences caused to you.

Thank you.

Yours faithfully,

(A. K. Ghosh)

Manager

Enclo : Order Copy

**Points to Note :**

- **In a letter seeking extension of time for delivery any reasonable cause must be given. Such as :**
  - (a) non-availability of raw materials
  - (b) sudden strike of the workers
  - (c) sudden break-down of a machine
  - (d) unprecedented power shortage etc.

- **In a letter cancelling the order for any reasonable cause should be given. Such as :**

- (a) non-receipt of the confirmation against placing on order,
- (b) extraordinary delay in delivery,
- (c) goods supplied not according to specification, and no chance of any replacement,
- (d) due to better terms and conditions offered by some other manufacturer or supplier etc.

**9. Letter asking a trader to settle the outstanding bills :**

**MUKTI TRADERS**

AC Market  
Kolkata-700 034

Our Ref: Sal-Ord/122/9/11

25 September 2011

Mr. S. K. Sen  
M/S Bose Bros  
22A Rashbehari Avenue  
Kolkata-700 029

Sir,

Sub : Request to settle the Accounts

- |  |             |
|--|-------------|
| 1. Bill No. 1023 dt. 10.1.99 (Noga Pine Apple Jelly) | Rs. 1,800/- |
| 2. Bill No. 1050 dt. 25.1.99 (Orange Squash)         | Rs. 1,400/- |
| 3. Bill No. 1220 dt. 20.2.99 (Lime Juice)            | Rs. 1,000/- |
| 4. Bill No. 2000 dt. 30.3.99 (Mango pickles)         | Rs. 500/-   |

Probably you would appreciate that delay in clearing such a big amount beyond the credit period causes much inconvenience. This turns the small margin of profit into loss. This apart, we face difficulties in meeting the claims of our creditors also. As a result, our reputation in the market deteriorates.

Hope, you would appreciate our position and arrange to clear the bills within a fortnight.

Please drop a few words by the return of post.

Thank you.

Yours faithfully,

(R. K. Jain)

Proprietor