

BUSINESS CORRESPONDENCE

By Shruti Singh

Assistant Professor

Journalism & Mass Communication

Business Correspondence

Business correspondence refers to any written communication used in business for exchanging information, ideas, requests, decisions, or policies between individuals, departments, or organizations. It includes letters, emails, memos, reports, notices, etc.

Qualities of Effective Business Correspondence (7 Cs)

1. Clear — Use simple, unambiguous language.
Avoid jargon unless necessary.
2. Concise — Be brief; avoid unnecessary words.
Get to the point quickly.
3. Concrete — Use specific facts, figures, and details instead of vague statements.
4. Correct — Accurate grammar, spelling, punctuation, and facts. No errors.

Qualities of Effective Business Correspondence (7 Cs)

5. Complete – Include all necessary information (who, what, when, where, why, how).
6. Coherent – Logical flow and organization of ideas. Paragraphs should connect smoothly.
7. Courteous – Polite, positive, and respectful tone.



THANK YOU