

English for Business Communication

B.Com I

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- E-mails- Electronic Mail
- Features:
- Quick, effective and economical means of communication.
- Can be sent to many people at different places at the same time.
- Can be stored and later referred to at any time.
- Important files can be attached along with the message.

- E-Mail etiquettes:
- Should have a meaningful subject line, enabling the recipient to know what the mail is about at a glance.
- Should have one point/ message per e-mail.
- The first few lines should contain the sender's name and other important identification, if the recipient is outside the organization.

- Sender should specify the response he/she expects from the recipient.
- In a very small message use EOM(End of Message) technique with all the relevant information in the subject line.
- Inbox should be regularly checked and e-mails received should be promptly replied.

- Example of an E-mail
- To: dineshparekh26@gmail.com
- cc:
- Subject: Meeting on 10th Sep. 2016 in the Conference hall.
- Mr. Dinesh Parekh
- Roxy Glassware, Pune
- Dear Mr. Parekh,
- This is to inform you that a meeting regarding the new advertisement campaign with the Marketing Department has been scheduled this Friday , 10th September 2016 at 11a.m. in the Conference hall. Please let me know if you can make it.
- Thank you,
- Yours sincerely,
- P.S.Kothari