

Q7 - What do you understand by Business letter?
Explain the objective of Business letter.

Ans → A Business letter is a letter from one company to another, or between such organizations and their customers, clients, or other external parties. The overall style of letter depends on the Relationship between the parties concerned.

A Business letter is a letter in formal language usually used when writing from one business organization and their customers, clients, and other external parties.

A business letter has very defined format. A business letter includes contact information, a salutation, the body of the letter, a complimentary close and a signature.

Ans 7

Objective of business letter

Making a sale. One of the most common objectives of a business letter, is to make a direct sale. Letters that are sent to prospects and customers may include details such as special promotions or incentives for a purchase.