

# **ENQUIRIES & REPLIES**

## **PART - 1**

**CLASS: MBA TA IV SEM**

**SUBJECT: Foreign Language (English)**

**UNIT : IV**

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# ENQUIRY

- When a person or buyer wishes to get some information about any product, price, quantity or availability etc. from the seller then seeking information is called enquiry. It can be done through writing a letter or verbal communication.



## TYPES OF ENQUIRY:

- Solicited enquiry
- Unsolicited enquiry
- Enquiry for some favor
- Routine Enquiry



- Solicited Enquiry:

An enquiry made in response to the seller's advertisements and publicity.



- Unsolicited Enquiry:

An enquiry made at buyer's own initiative, not in response to some advertisements or publicity.



- Enquiry for some favor:

An enquiry for other than goods. i.e. some special price or favorable terms for business.



- Routine Enquiry:

An enquiry made by an old buyer in the usual course of business.



# CHARACTERS OF A GOOD ENQUIRY LETTER:

- Direct approach
- Compact & Courteous
- Positive & confident in tone
- Brief and to the point.
- Clear
- Complete
- Correct



# OPENING SENTENCES OF LETTER OF ENQUIRY

Few Examples:

- We would be grateful to get the details of your price.
- We would be pleased to get information about the prices and terms on which you could supply.



# CLOSING SENTENCES OF LETTER OF ENQUIRY

Few examples:

- We would really appreciate an early response.
- Since our stocks are totally exhausted , kindly treat this enquiry as urgent.

