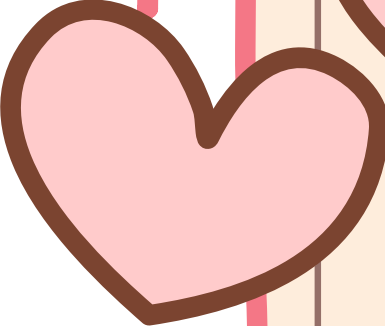


Fundamental English for Business
Communication (BUA1307)

Requesting Information in
Business

Lecturer: Dr. Hassan Raza

FMS-SSRU





Why Asking Good Questions Matters

Customer service teams handle inquiries every day

(พนักงานต้องตอบคำถามลูกค้าทุกวัน).

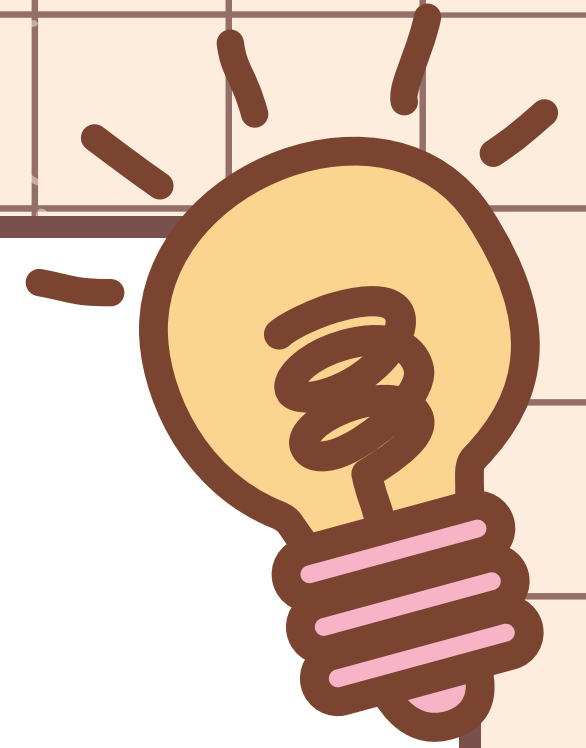
Clear questions save time and avoid mistakes

(คำถามที่ชัดเจนช่วยประหยัดเวลา).

Vague questions cause confusion and delays

(คำถามที่ไม่ชัดเจนทำให้เกิดความล่าช้า).





Polite Question Starters

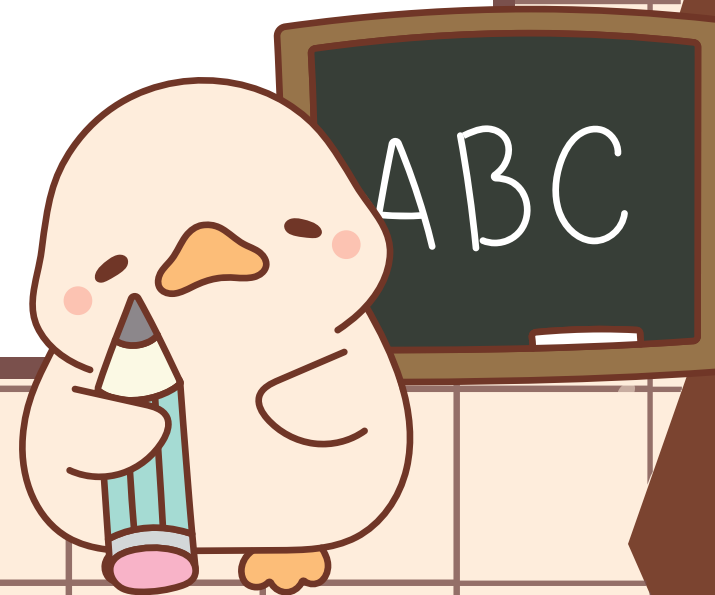
- "Could you tell me...?" (ช่วยบอกได้ไหม)
- "Would you mind explaining...?" (ช่วยอธิบายได้ไหม)
- "I was wondering if you could...?" (ไม่ทราบว่า你能ช่วย...ได้ไหม)
- "Do you know...?" (คุณทราบว่า...)





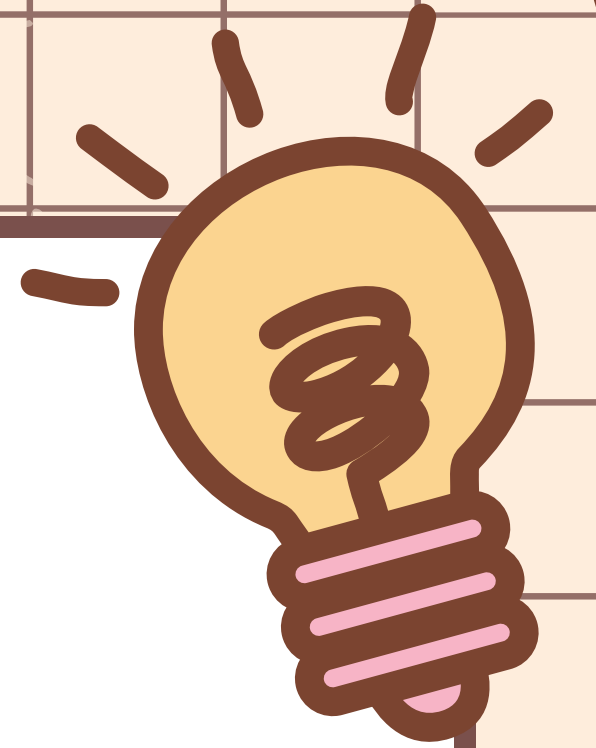
Practice Examples

- "Could you tell me the price?"
- "Would you mind explaining the process?"
- "I was wondering if you could send the file."
- "Do you know the deadline?"



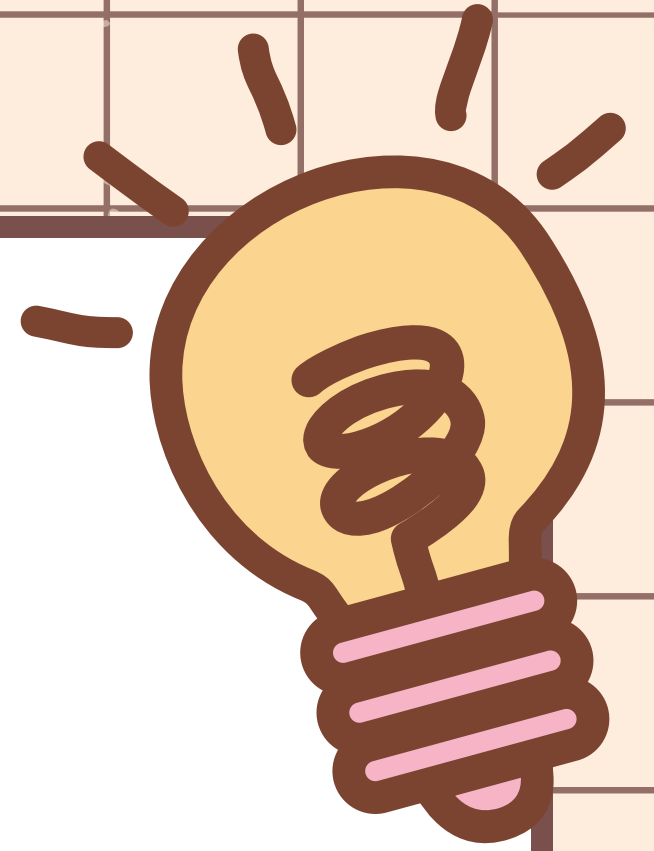
Direct vs. Polite

- ⊗ "Give me the price." → ⊙, "Could you tell me the price, please?"
- ⊗ "Tell me how this works." → ⊙, "Could you explain how this works?"



Pronunciation Practice

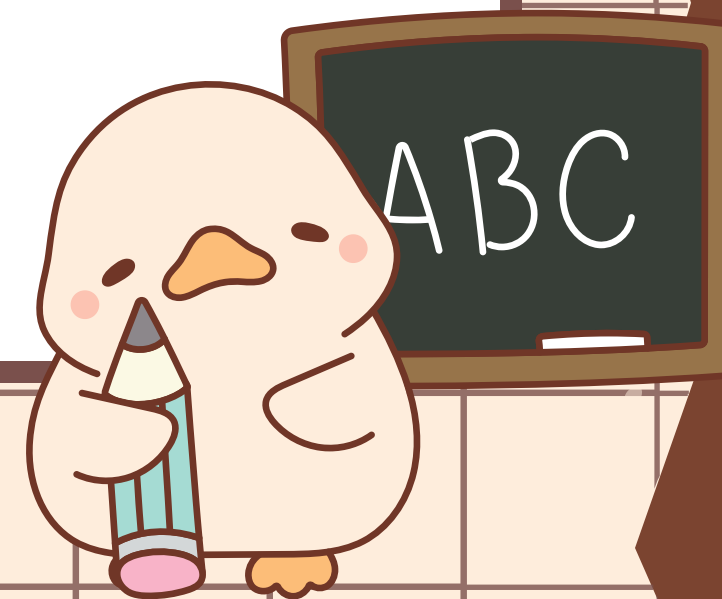
- inquiry — IN-kwuh-ree — อิน-ควา-รี
- request — ri-KWEST — รี-เควสท์
- procedure — pruh-SEE-jer — โพร-ซี-เจอร์
- policy — POL-uh-see — พอล-ลี้-ซี
- confirm — kuhn-FURM — คอน-เฟิร์ม





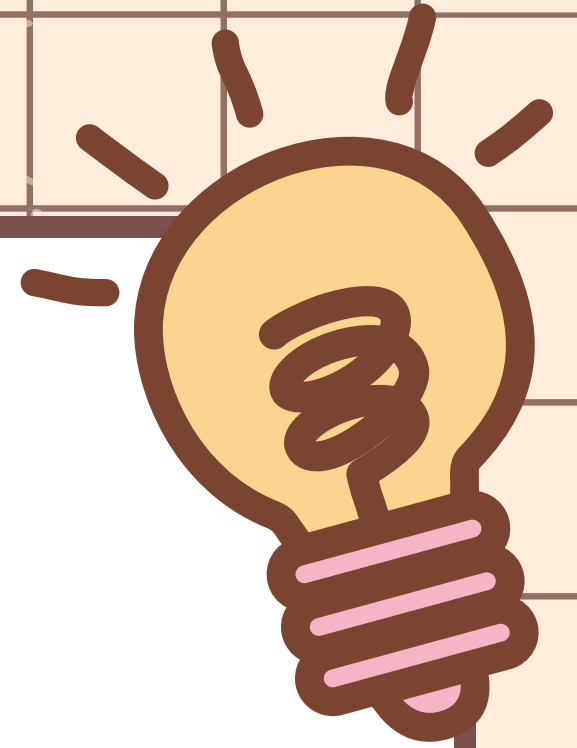
Asking About Products/Services

- "Could you tell me more about this product?"
(ช่วยบอกเพิ่มเติมได้ไหม)
- "What are the features?" (คุณสมบัติมีอะไรบ้าง)
- "Is this available in other colors or sizes?"
(มีสีหรือขนาดอื่นไหม)
- "Do you have this in stock?" (มีสินค้าไหม)



Products/Services - Dialogue

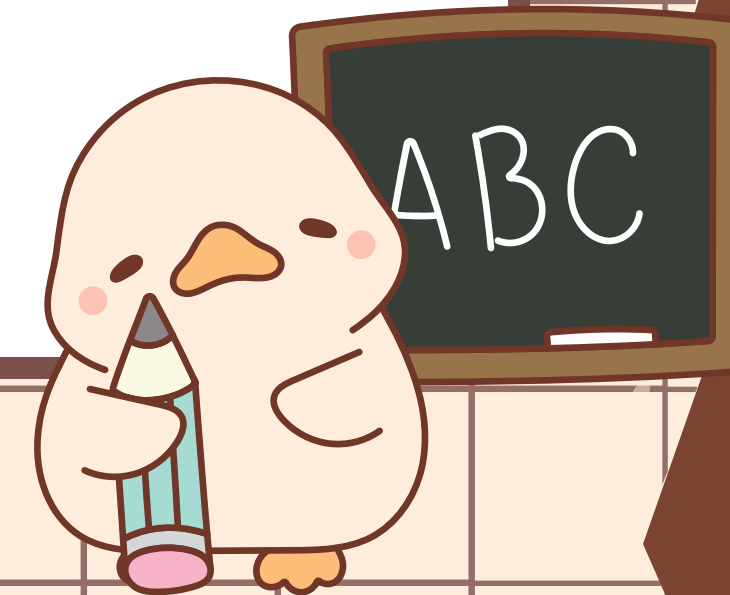
- Customer: Could you tell me more about this product?
- Staff: Of course. It has a high-resolution camera and long battery life.
- Customer: Is it available in other colors?
- Staff: Yes, we have black, white, and blue.





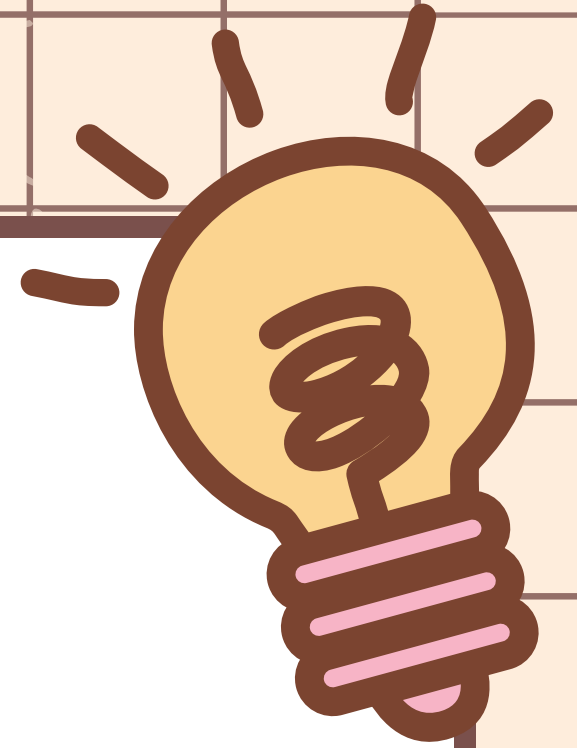
Asking About Price & Availability

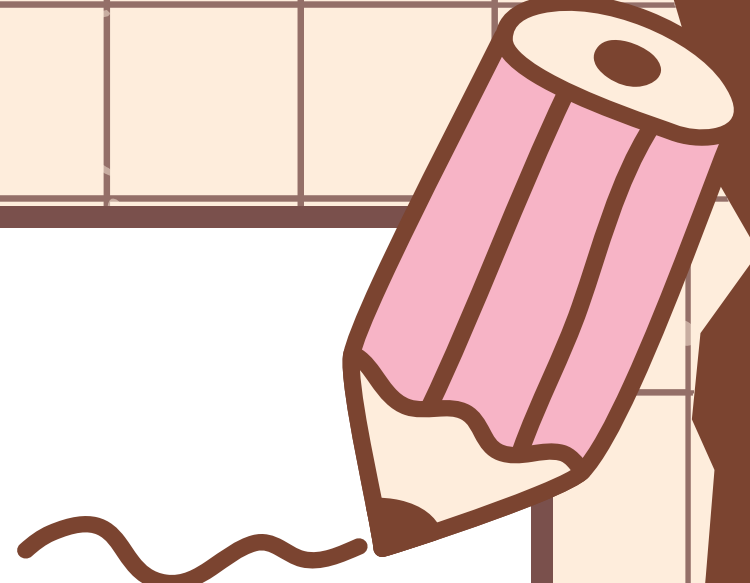
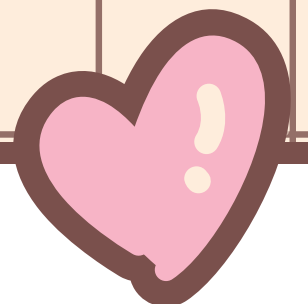
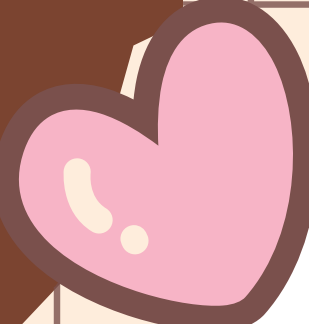
- "How much does this cost?" (ราคาเท่าไหร่)
- "Is there a discount for bulk orders?"
(สั่งจำนวนมากมีส่วนลดไหม)
- "Do you have this in stock?" (มีสินค้าไหม)
- "When will it be available?" (จะมีสินค้าเมื่อไหร่)



Price & Availability - Dialogue

- Customer: How much does this cost?
- Staff: It is 1,500 baht.
- Customer: Is there a discount for bulk orders?
- Staff: Yes, orders over 10 units get a 10 percent discount.



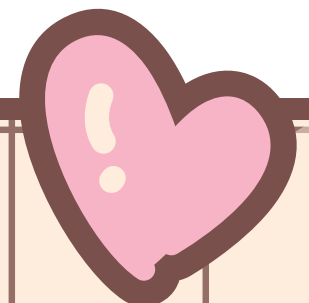


Practice & Speak

Look at the example, then practice with a partner.

Example: A: Could you tell me more about this product? B: Of course. What would you like to know? A: What are the features? B: It has a long battery life and a warranty.

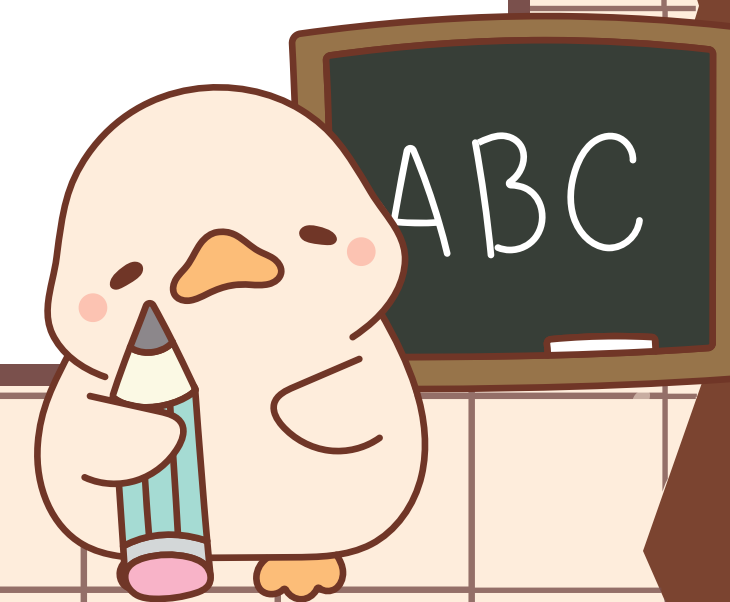
Now practice: Student A asks about a product (features, price, availability). Student B answers using today's phrases. Switch roles.





Asking About Policies/Procedures

- "What is your return policy?" (นโยบายการคืนสินค้าเป็นอย่างไร)
- "How does this process work?" (ขั้นตอนนี้ทำงานอย่างไร)
- "What do I need to do first?" (ต้องทำอะไรก่อน)
- "Is there a warranty?" (มีการรับประกันไหม)





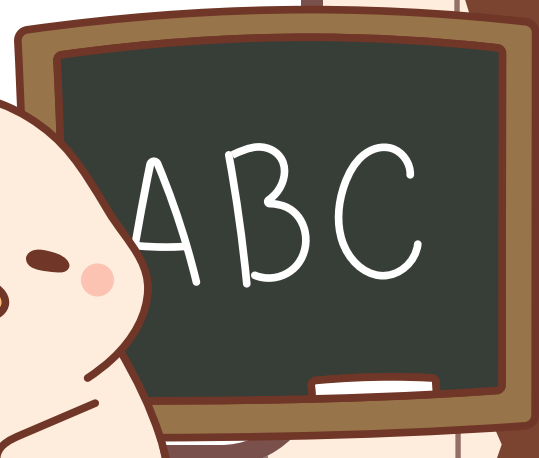
Policies - Dialogue

Customer: What is your return policy?

Staff: You can return items within 14 days with the receipt.

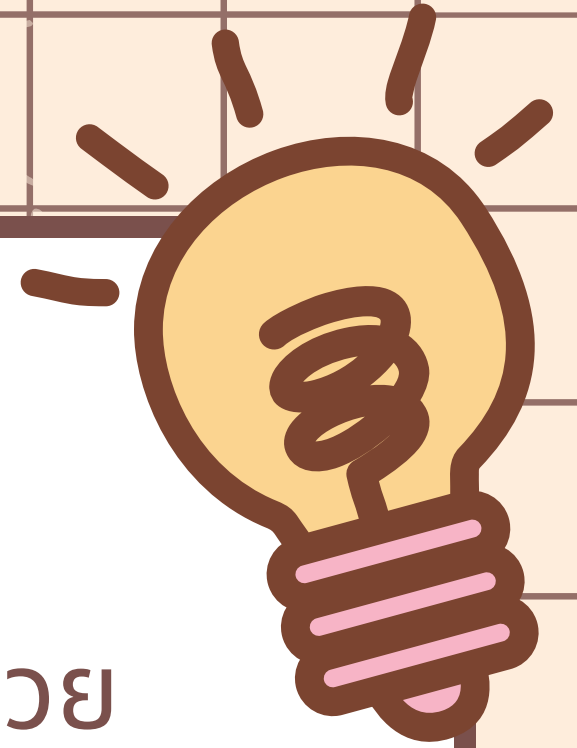
Customer: What do I need to do first?

Staff: Just bring the item and receipt to the counter.



How-To / Step-by-Step Questions

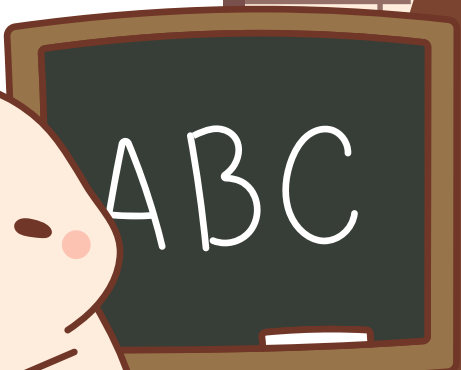
- "Could you walk me through the process?" (ช่วยอธิบายขั้นตอนได้ไหม)
- "What is the first step?" (ขั้นตอนแรกคืออะไร)
- "What happens after that?" (หลังจากนั้นเกิดอะไรขึ้น)
- "How long does it take?" (ใช้เวลานานเท่าไร)





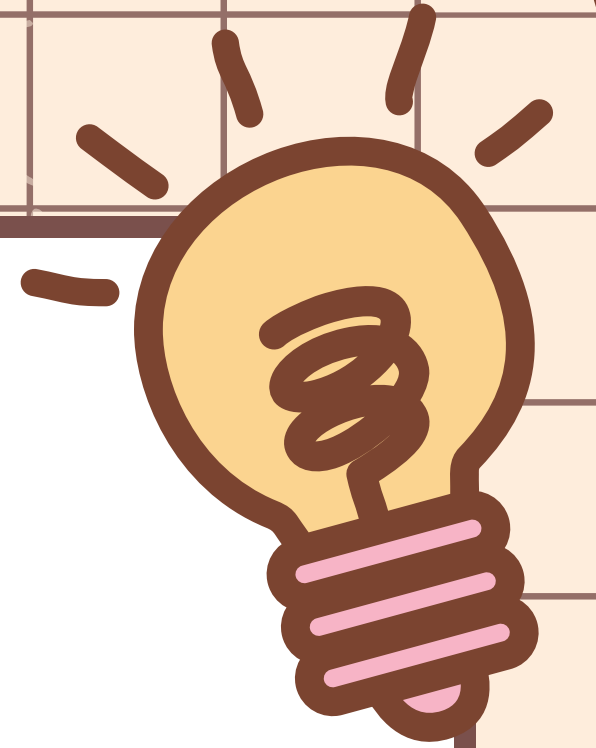
How-To - Dialogue

- Employee: Could you walk me through the process?
- Manager: Sure. First, you fill out the form. Then, you submit it to HR.
- Employee: How long does it take?
- Manager: Usually three to five business days.



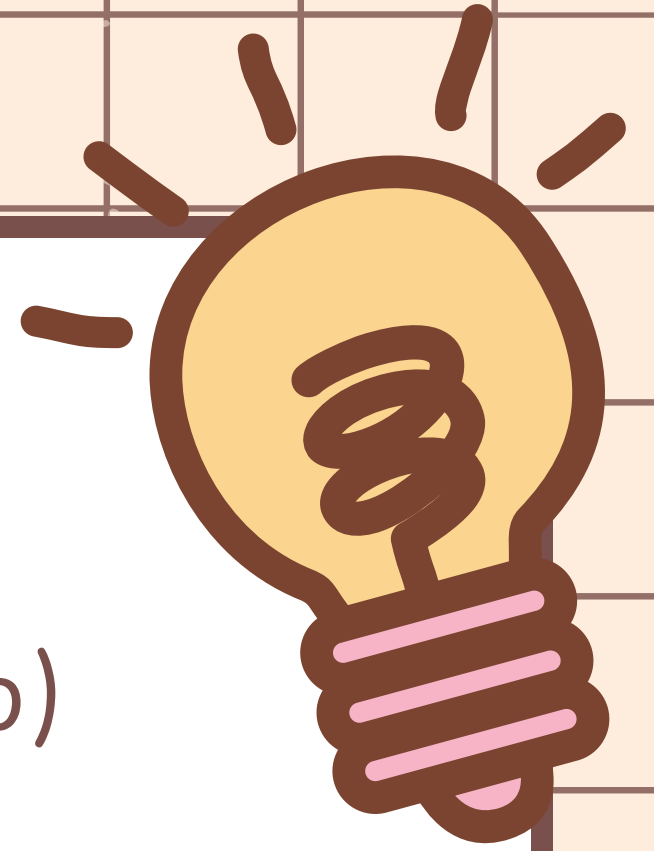
Pronunciation Practice

- process — PRAH-ses — พรอศ-เซส
- warranty — WOR-uhn-tee — วอ-รัน-ตี้
- return — ri-TURN — รี-เทิร์น
- receipt — ri-SEET — รี-ซีท
- available — uh-VAY-luh-buhl — อะ-เว-ลา-เบิ้ล



Why Clarification Matters

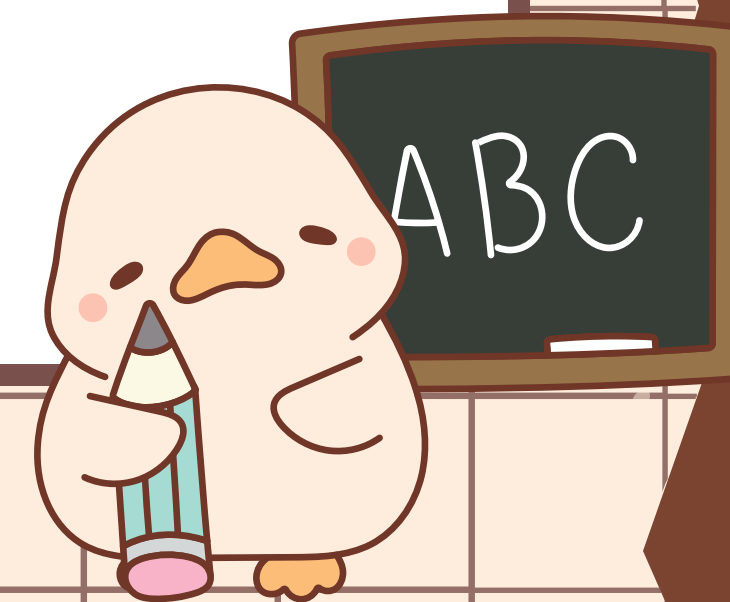
- Shows you are listening actively (แสดงว่าคุณตั้งใจฟัง)
- Prevents misunderstandings (ป้องกันความเข้าใจผิด)
- Demonstrates professionalism (แสดงความเป็นมืออาชีพ)
- It is okay not to understand everything!





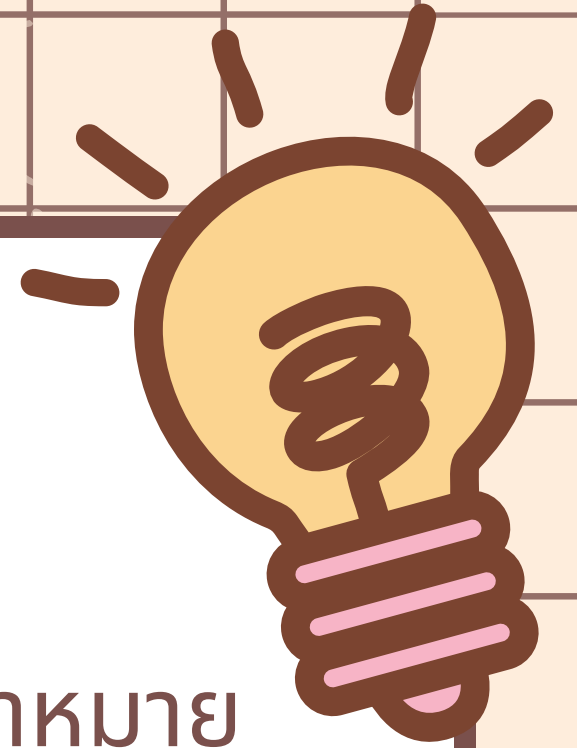
Basic Clarification Phrases

- "I am sorry, I do not understand." (ขอโทษ ผมไม่เข้าใจ)
- "Could you explain that again?" (ช่วยอธิบายอีกครั้งได้ไหม)
- "I am not sure what you mean." (ไม่แน่ใจว่าหมายถึงอะไร)



Professional Clarification Phrases

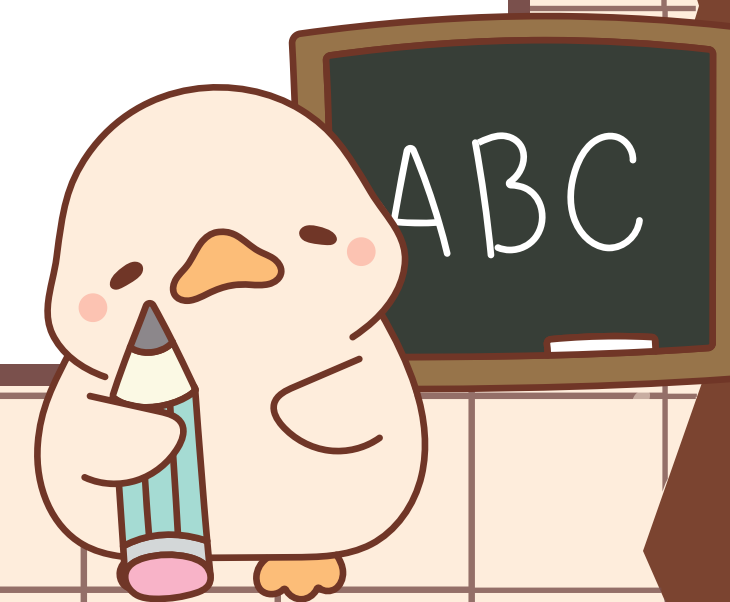
- "Could you clarify what you mean by...?" (ช่วยชี้แจงว่าหมายถึงอะไร)
- "I would like to make sure I understand correctly." (อยากให้เห็นใจว่าเข้าใจถูกต้อง)
- "Just to confirm my understanding..." (เพื่อยืนยันความเข้าใจของผม)





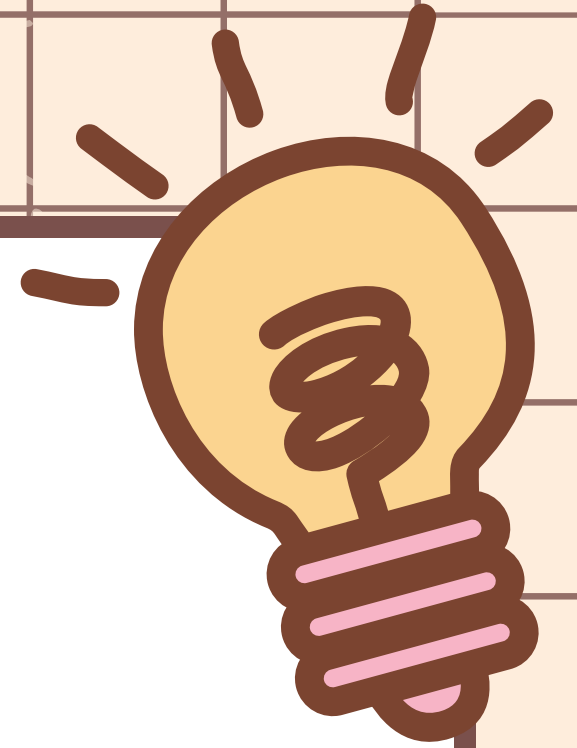
Asking for Repetition

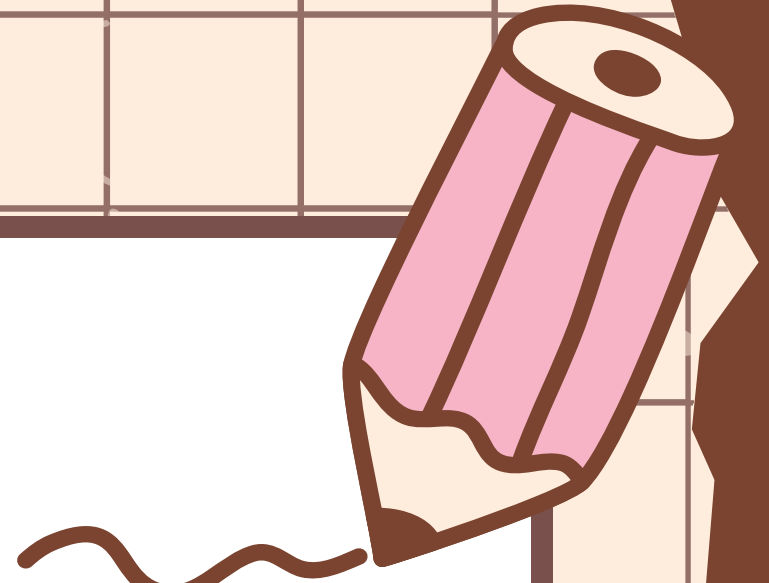
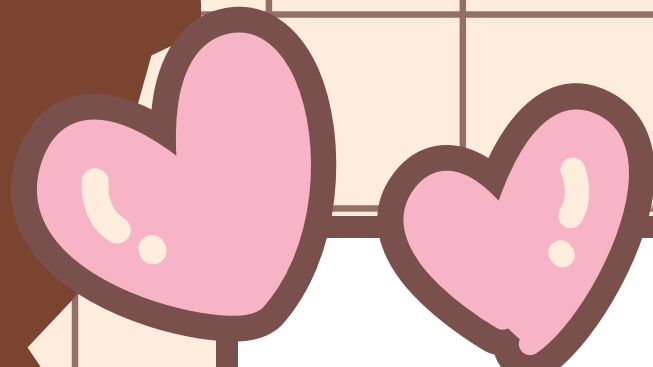
- "Could you repeat that, please?" (ช่วยพูดซ้ำได้ไหม)
- "I am sorry, could you say that again?" (ขอโทษ ช่วยพูดอีกครั้งได้ไหม)
- "I did not catch that. Could you repeat it?" (ฟังไม่ทัน ช่วยพูดซ้ำได้ไหม)



Checking Your Understanding

- "So, you are saying that...?" (คุณหมายความว่า...)
- "If I understand correctly...?" (ถ้าผมเข้าใจถูก...)
- "In other words...?" (หรือพูดอีกอย่างคือ)





Clarification – Dialogue

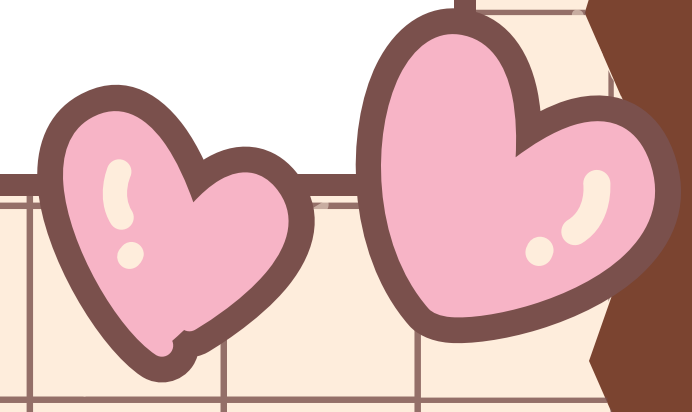
A: The deadline was moved to next Friday.

B: I am sorry, could you repeat that?

A: The deadline was moved to next Friday.

B: So, if I understand correctly, we now have time until Friday to finish it. Is that right?

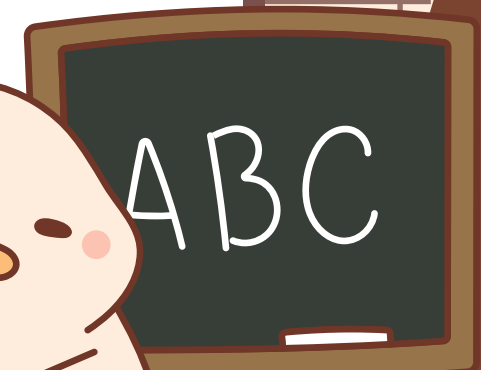
A: Yes, that is correct.





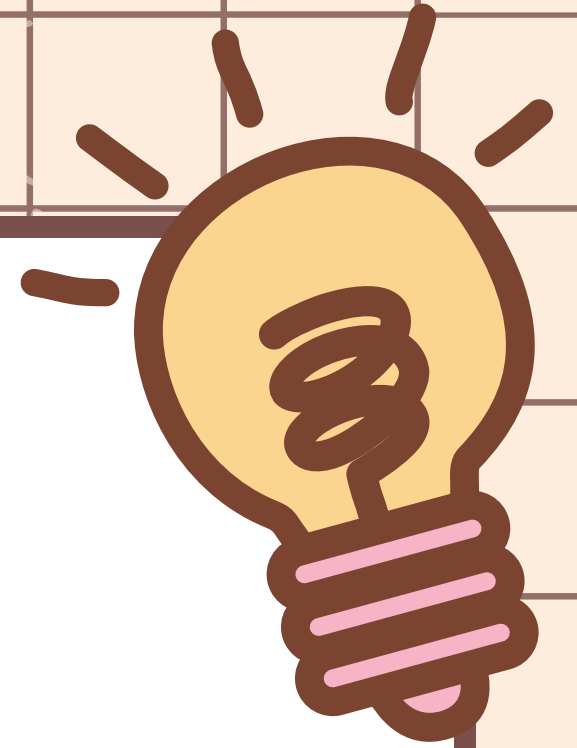
Mini Dialogue

- A: Good morning. Could you tell me more about your delivery service?
- B: Of course. We deliver within three business days.
- A: I am sorry, could you repeat that?
- B: We deliver within three business days.
- A: So, if I understand correctly, it takes three days. Is that right?
- B: Yes, that is correct.



Practice Dialogue Frame

- A: "Could you tell me more about ___?"
- B: "Of course. It ___."
- A: "I am sorry, could you repeat that?"
- B: (repeats)
- A: "So, if I understand correctly, ___. Is that right?"
- B: "Yes, that is correct."



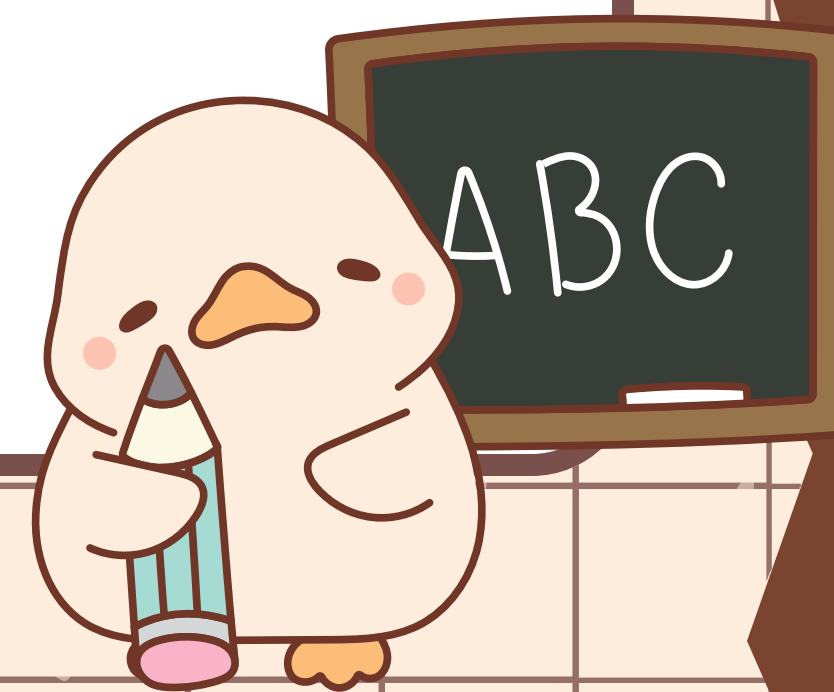


Why Email Matters

Email = First Impression (อีเมล = ความประทับใจแรก).

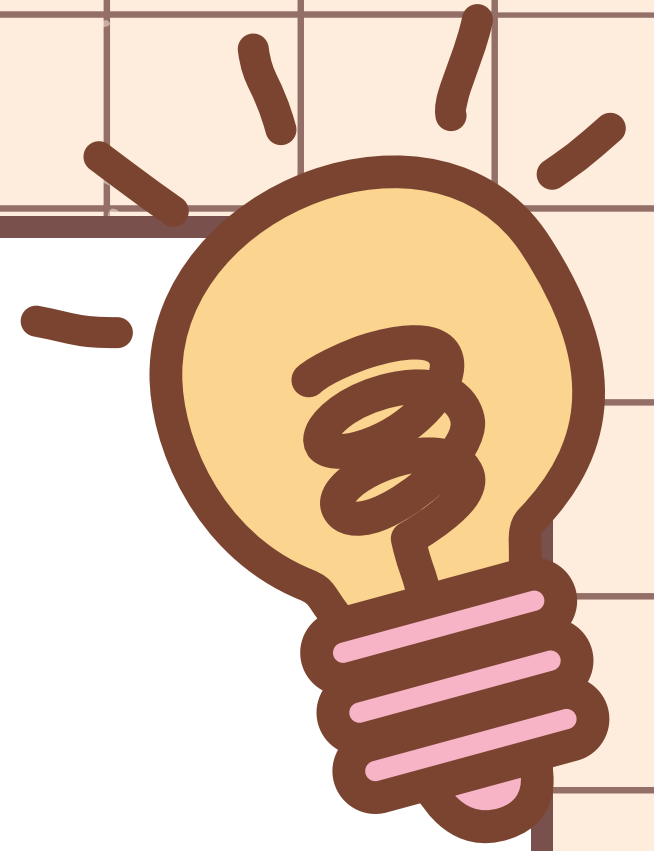
Used to communicate with international clients (ติดต่อลูกค้าต่างชาติ).

Used to work with colleagues and request information (ขอข้อมูลจาก
เพื่อนร่วมงาน).



The 5 Parts of an Email

- 1. Subject Line (หัวข้อ)
- 2. Salutation (คำทักทาย)
- 3. Body Message (เนื้อหา)
- 4. Closing (คำลงท้าย)
- 5. Signature (ลายเซ็น)



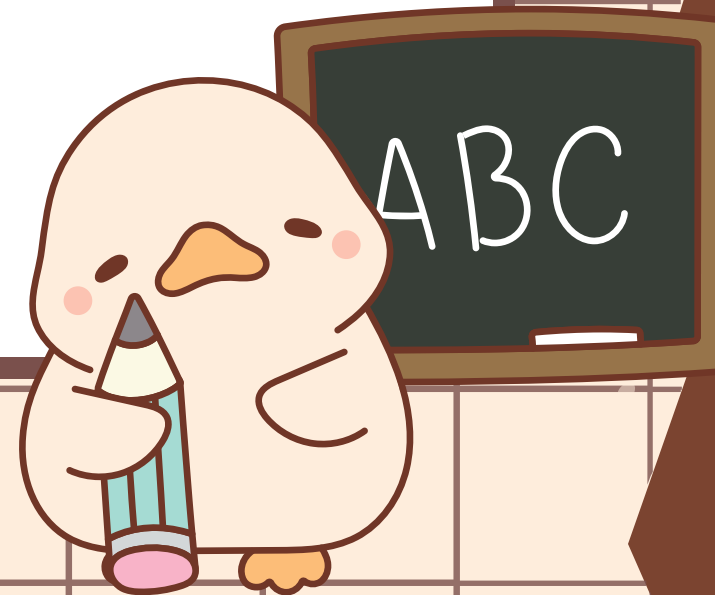


Subject Line

- Keep it short but clear — use 5 to 8 words (สั้นแต่ชัดเจน)

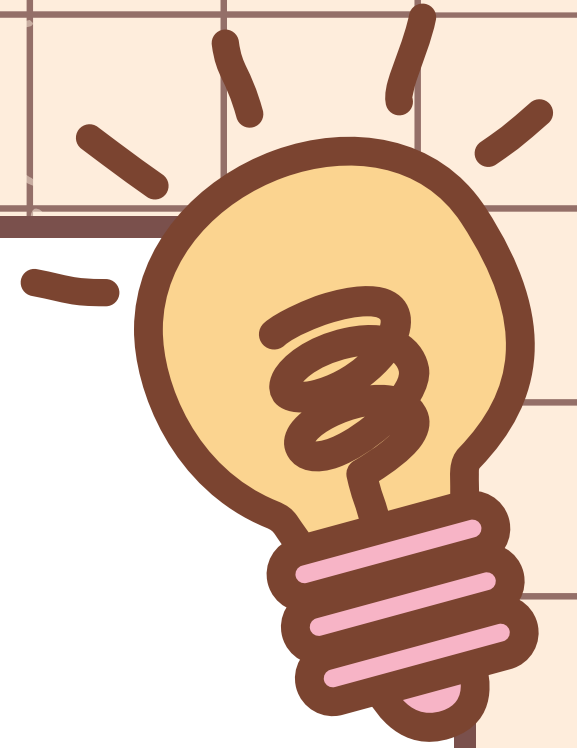
Good examples:

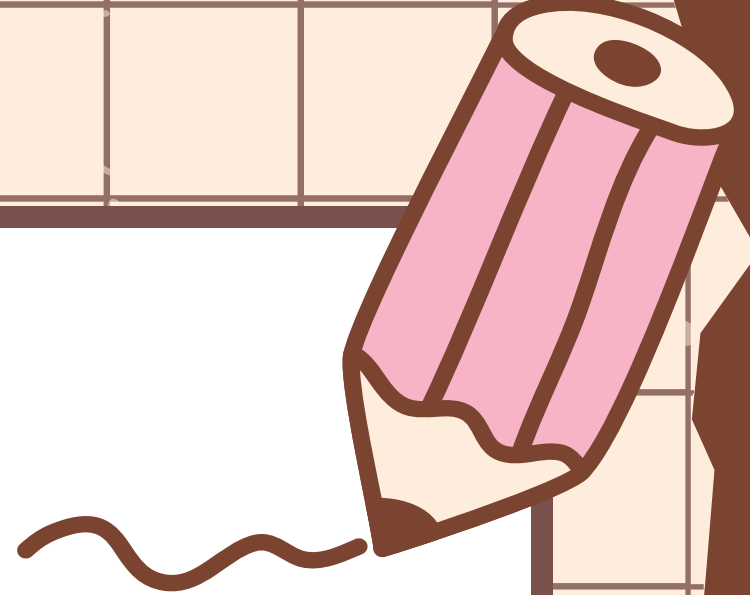
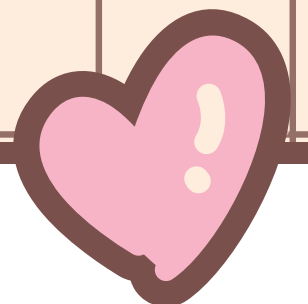
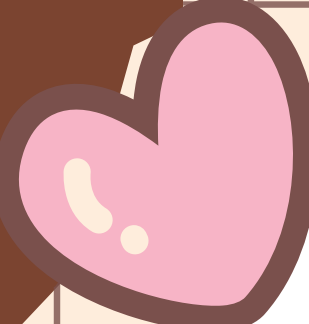
- "Question about Product Price"
- "Request for Meeting on Friday"
- "Information Needed: Delivery Schedule"



Salutations

- "Dear Mr. Smith," (เรียนคุณสมิธ)
- "Dear Ms. Johnson," (เรียนคุณจอห์นสัน)
- "Dear Sir or Madam," — use when you do not know the name
- "To Whom It May Concern," — alternative when name is unknown





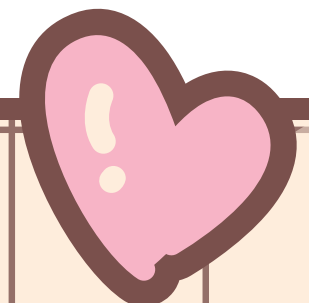
Email Body - Structure

Paragraph 1 — State the purpose ("I am writing to...")

Paragraph 2 — Give details, ask your question(s)

Paragraph 3 — Thank you, mention next steps

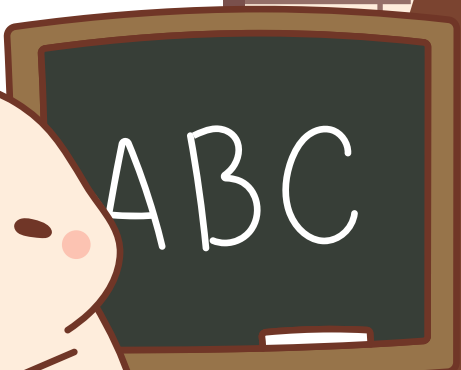
Keep paragraphs short and easy to read.





Professional Openings

- "I am writing to request..." (เขียนมาเพื่อขอ...)
- "Could you please provide details about...?" (ช่วยให้รายละเอียดเกี่ยวกับ...ได้ไหม)
- "I would appreciate it if you could..." (จะขอบคุณมากถ้าคุณช่วย...)



Magic Words

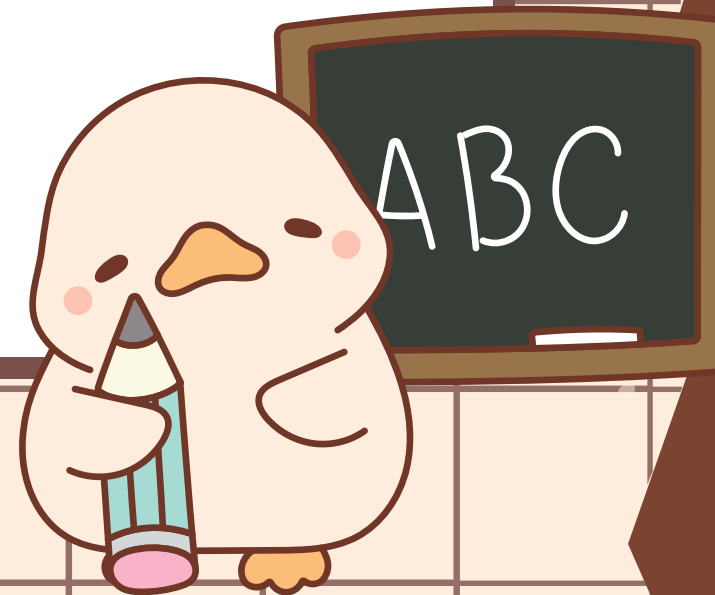
- ⊗ "Send me the report." → ✓, "Please send me the report."
- ⊗ "Help me." → ✓, "Could you help me?"
- ⊗ "Check this." → ✓, "Would you mind checking this?"
- Please / Could you / Would you mind = magic words

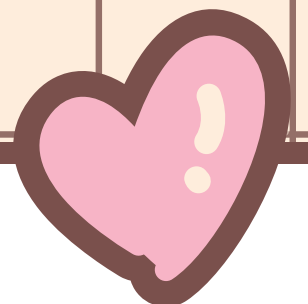
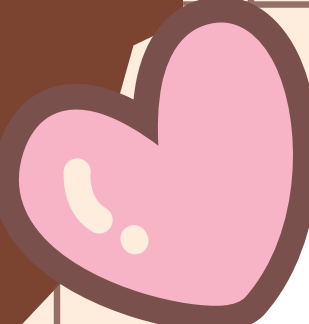




Closings & Signature

- "Best regards," / "Sincerely," / "Thank you,"
- Signature block: Your name, job title, company name, contact information





Sample Email

Subject: Question about Product Availability

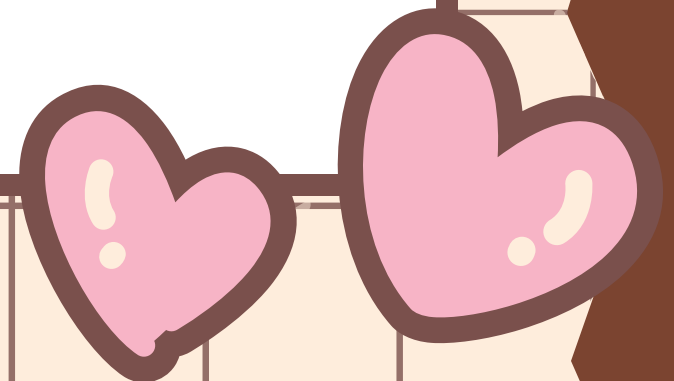
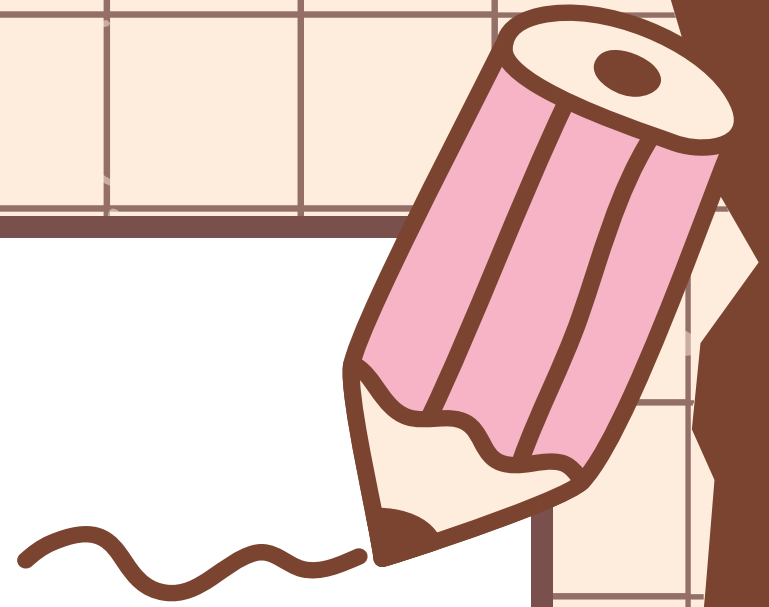
Dear Ms. Johnson,

I am writing to ask about your new office chairs.

Could you please tell me if they are currently in stock? I would also like to know the price for bulk orders of 20 units or more.

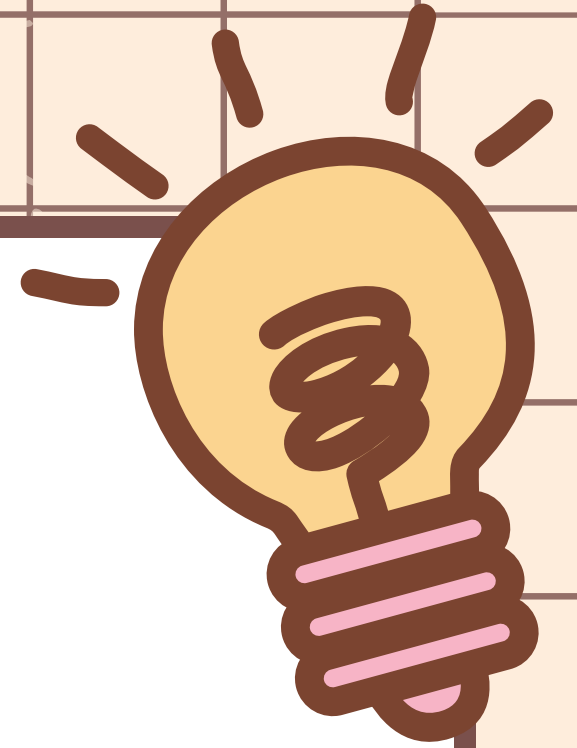
Thank you for your time. I look forward to your reply.

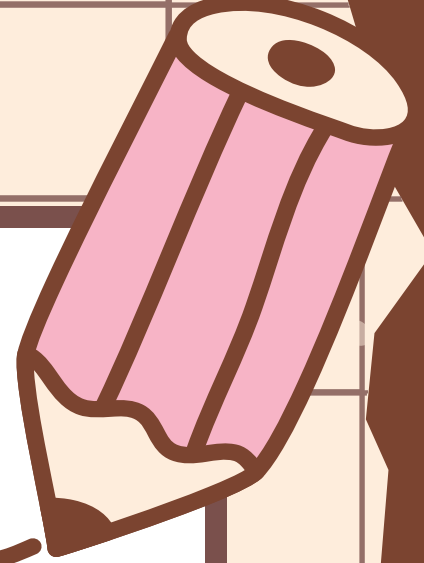
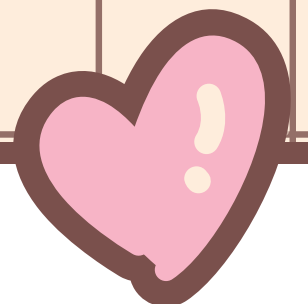
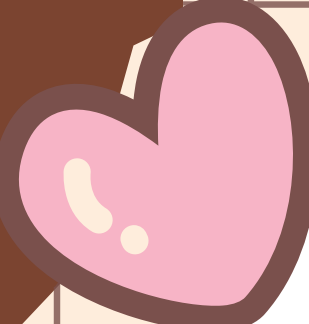
Best regards,
Somchai Wongsiri



Common Mistakes to Avoid

- No subject line (ไม่มีหัวข้อ)
- Too casual (เป็นกันเองเกินไป)
- No greeting (ไม่มีคำทักทาย)
- Too long (ยาวเกินไป)
- Forgetting the signature (ลืมลายเซ็น)





Class Activity: Information Desk

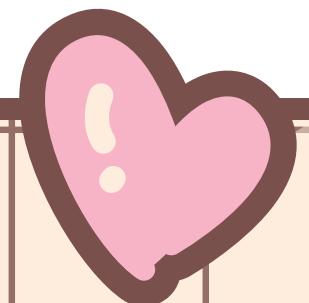
Goal: Practice asking for and giving information politely.

Step 1: Student A (Visitor) picks a scenario — a product, a policy, or a service.

Step 2: Student A asks Student B (Staff) for information using today's phrases.

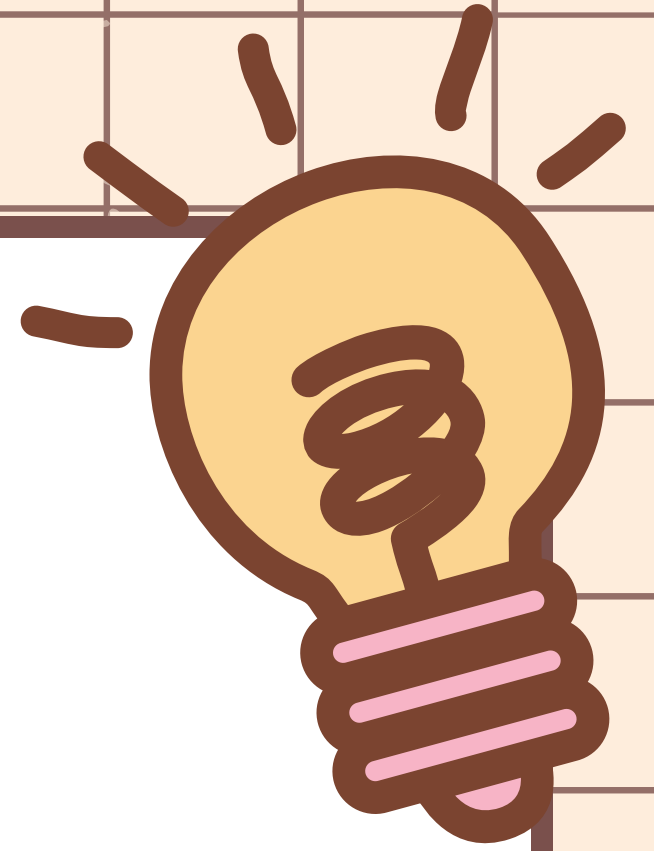
Step 3: Student B answers and Student A asks for clarification at least once.

Step 4: Switch roles.



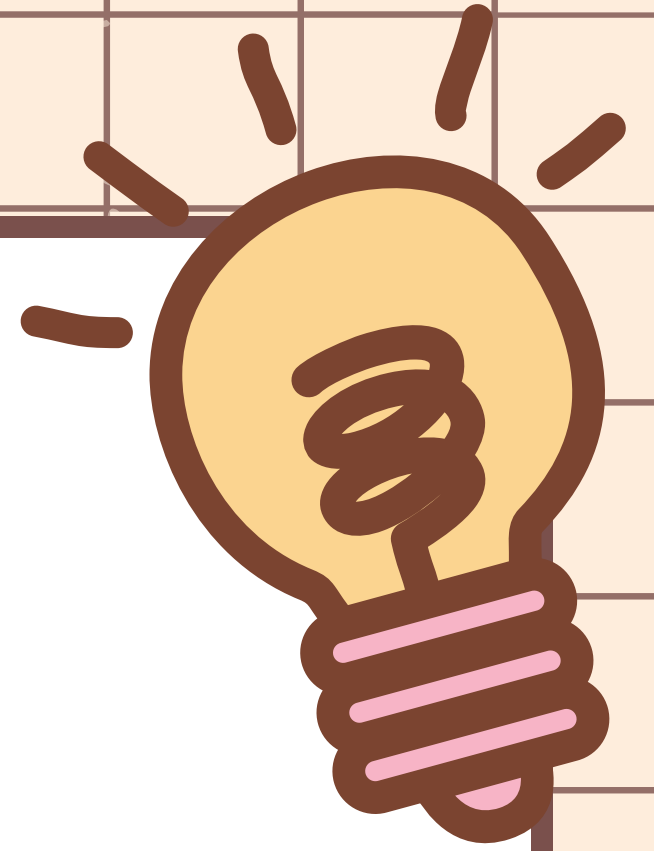
Key Vocabulary (1/2)

- Inquiry — IN-kwuh-ree — อิน-ควา-รี
- Request — ri-KWEST — รี-เควสท์
- Procedure — pruh-SEE-jer — โพรส-ซี-เจอร์
- Policy — POL-uh-see — พอล-ลี้-ซี
- Confirm — kuhn-FURM — คอน-เฟิร์ม



Key Vocabulary (2/2)

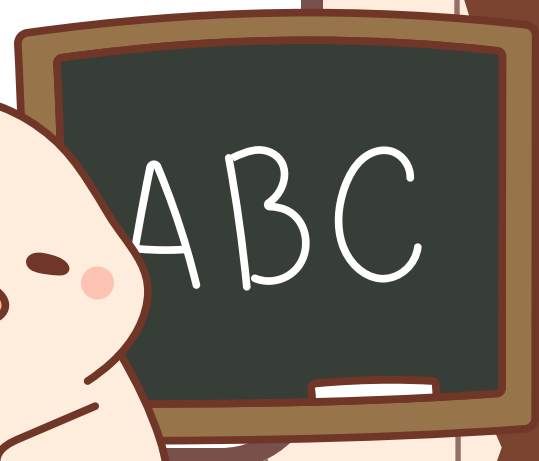
- Clarify — KLAIR-uh-fy — แคลร์-รี-ฟาย
- Respond — ri-SPOND — รี-สปอนด์
- Salutation — sal-yuh-TAY-shuhn — แซล-ยู-เท-ชั่น
- Signature — SIG-nuh-cher — ซิก-นะ-เชอร์
- Available — uh-VAY-luh-buhl — อะ-เว-ลา-เบิล





Home Activity

Write a short information-request email about a real product or service (school supplies, a phone, a course, anything). Include all 5 parts of an email. Bring it to share and read aloud at the start of next class.



Thank
You

