

**Gujarat University
B. Com. Programme**

**SEMESTER-I
COMMERCIAL COMMUNICATION-I**

(With Effect from Academic Year 2017-2018)

**UNIT- ONE
Understanding Communication**

1. Communication: Introduction and Definitions
2. Objectives of Communication: (a) Information (b) Knowledge (c) Advice (d) Counselling (e) Motivation (f) Request (g) Complaint (h) Warning
3. Process of Communication
4. Feedback: Meaning and Types of Feedback
5. Communication through Listening: Difference between Listening & Hearing and Importance of Listening
6. Types of Listening: (a) Casual Listening (b) Passive Listening (c) Selective Listening (d) Active Listening (e) Intensive Listening

**UNIT - TWO
E- Communication**

1. E-communication: Meaning and Importance
2. E-communication: Various Forms
3. E-communication: Advantages and Limitations
4. E- commerce
5. E- banking
6. E- meetings: Advantages and Limitations
7. E- governance

UNIT- THREE
Communication for Employment

1. Guidelines for drafting an effective Job Application
2. Techniques for writing an effective Resume/CV
3. Drafting Job Application
4. Drafting Resume/CV
5. Tips for facing Interview

UNIT- FOUR
(A) Precis Writing

(B) Vocabulary
Frequently Confused Pairs of Words (*List is attached)

***List of Frequently Confused Pairs of Words**

- | | |
|---------------------------|----------------------------|
| 1. Aboard/Abroad | 26. Fare/Fair |
| 2. Accept/Except | 27. Foreword/Forward |
| 3. Access/Excess | 28. Heal/Heel |
| 4. Addition/Edition | 29. Hoard/Horde |
| 5. Advice/ Advise | 30. Industrial/Industrious |
| 6. Affect/Effect | 31. Judicial/Judicious |
| 7. Allusion / Illusion | 32. Lessen/Lesson |
| 8. Appraise/Apprise | 33. Marry/Merry |
| 9. Bail/Bale | 34. Minor/Miner |
| 10. Beside/Besides | 35. Minute/Minutes |
| 11. Boast/Boost | 36. Official/ Officious |
| 12. Carton/Cartoon | 37. Pail/Pale |
| 13. Caste /Cast | 38. Piece /Peace |
| 14. Check/Cheque | 39. Principal/Principle |
| 15. Cite/Site | 40. Role/Roll |
| 16. Coast/Cost | 41. Sever/Severe |
| 17. Complement/Compliment | 42. Slay /Sleigh |
| 18. Defer/Differ | 43. Sole/Soul |
| 19. Descent/Dissent | 44. Stationary/Stationery |
| 20. Die /Dye | 45. Suit/Suite |
| 21. Draft/Draught | 46. Tail/Tale |
| 22. Dual/Duel | 47. Teem/Team |
| 23. Elicit/Illicit | 48. Vacation/Vocation |
| 24. Eligible/Illegible | 49. Way/Weigh |
| 25. Facilitate/Felicitate | 50. Weather/Whether |

Gujarat University
B. Com. Programme
Structure of Question Paper
SEMESTER-I
COMMERCIAL COMMUNICATION-I
(With Effect from Academic Year 2017-2018)

Q-1. Essay Type Question (From Unit-1) (OR) Essay Type Question (From Unit-1)	14
Q-2. Short notes on any TWO : (Out of Four) (From Unit – 2)	14
Q-3. Essay Type Question (From Unit-3) (OR) Essay Type Question (From Unit-3)	14
Q-4 (A) Precis Writing (From Unit-4-A)	8
(B) Re-write the sentences using correct options: (Six Blanks from Vocabulary of Unit-4-B)	6
Q- 5. Do as directed: (From Unit-1 to 4) (A) Choose the correct option: (Four MCQs) (B) State whether the following statements are TRUE or FALSE: (Five sentences) (C) Match the following: (Five items)	14

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SEMESTER-II

COMMERCIAL COMMUNICATION-II

(With Effect from Academic Year 2017-2018)

UNIT- ONE

Forms of Communication

1. Forms of Communication: Verbal and Non-verbal
2. Difference between Oral and Written Communication
3. Oral Communication: Advantages and Disadvantages (Limitations)
4. Written Communication: Advantages and Disadvantages (Limitations)
5. Non-verbal Communication: Advantages and Disadvantages (Limitations)

UNIT- TWO

Basics of Business Letter Writing

1. Physical Appearance of a Business Letter
2. Structure (Layout) of a Business Letter: Regular and Occasional parts
3. Seven Cs of Business Letter Writing

UNIT- THREE

Business Letters

1. Inquiry for goods
2. Reply to an inquiry
3. Placing an order
4. Execution of an order
5. Asking for an extension of time limit to execute the order
6. Offering substitute goods
7. Cancellation of an order (Reason: Delay in execution of order)

UNIT- FOUR
(A) E-mail Writing

* Understanding the Basics of an E-mail (No Theory based questions will be asked. Only Objective Type questions and MCQs can be asked in Q-5.)

* Writing Complaints and their Adjustments on the following situations through E-mail:

1. Late delivery of goods
2. Damaged goods
3. Shortage in quantity of goods
4. Rude behaviour of a salesperson

(B) Vocabulary

Words Commonly Used in Business Communication: (*List is attached)

***List of Words Commonly Used in Business Communication**

- | | |
|-----------------------|------------------------|
| 1. Agenda | 26. Gross |
| 2. At par | 27. Lease |
| 3. Backlog | 28. Liabilities |
| 4. Bankruptcy | 29. Lockout |
| 5. Beneficiary | 30. Margin |
| 6. Bill of Lading | 31. Minimum Wage |
| 7. Black Market | 32. Monopoly |
| 8. Breach of Contract | 33. Mortgage |
| 9. Budget | 34. Negotiable |
| 10. Bullion | 35. Patent |
| 11. Capital | 36. Petty cash |
| 12. Collateral | 37. Pledge |
| 13. Commission | 38. Power of Attorney |
| 14. Consignee | 39. Promissory Note |
| 15. Creditor | 40. Rebate |
| 16. Dead stock | 41. Recession |
| 17. Default | 42. Reimburse |
| 18. Deficit | 43. Revenue |
| 19. Disbursement | 44. Royalty |
| 20. Dock Receipt | 45. Subsidy |
| 21. Entrepreneur | 46. Surplus |
| 22. Exchange rate | 47. Syndicate |
| 23. Fiscal | 48. Trademark |
| 24. Franchise | 49. Volume of business |
| 25. Freight | 50. Waive |

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Structure of Question Paper
SEMESTER-II
COMMERCIAL COMMUNICATION-II
(With Effect from Academic Year 2017-2018)

Q-1. Essay Type Question (From Unit-1)	14
(OR)	
Essay Type Question (From Unit-1)	
Q-2. (A) Short note on any ONE : (out of Two) - (From Unit – 2)	7
(B) Do as directed: (From Unit-2)	7
(Objective type questions having one mark for each item)	
Q-3. Drafting of Business Letter (From Unit- 3)	14
(OR)	
Drafting of Business Letter (From Unit- 3)	
Q-4. (A) E-mail Writing: Complaint [From Unit- 4 (A)]	8
(OR)	
E-mail Writing: Adjustment [From Unit- 4 (A)]	
(B) Match the following words:	6
[Six items from Vocabulary of Unit- 4 (B)]	
Q- 5. Do as directed: (From Unit-1 to 4)	14
(A) Choose the correct option: (Four MCQs)	
(B) State whether the following statements are TRUE or FALSE:	
(Five sentences)	
(C) Match the following: (Five items)	

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SEMESTER-III

COMMERCIAL COMMUNICATION-III

(With Effect from Academic Year 2018-2019)

UNIT- ONE

Text

Colours of Life – (Section One)

Published by: Macmillan

UNIT- TWO

Soft Skills for Effective Communication

1. Business ethics and etiquettes
2. Netiquettes
3. Leadership qualities
4. Presentation skills
5. Time management
6. Negotiation skills

UNIT- THREE

Bank Correspondence

1. Stop payment of a cheque
2. Error in pass-book / Bank Statement
3. Wrongful dishonour of a cheque
4. Complaint about rude behaviour of a bank employee
5. Requesting bank's support for social welfare
6. Intimating the loss of a Debit Card / ATM Card / Credit Card
7. Transfer of a Bank Account

UNIT- FOUR

(A) Comprehension based on a commercial topic

(B) Vocabulary: One-word substitutes (*List is attached)

*List of One-word Substitutes

- | | |
|------------------|-------------------|
| 1. Amicable | 26. Impossible |
| 2. Anonymous | 27. Inaudible |
| 3. Autobiography | 28. Incredible |
| 4. Bakery | 29. Inevitable |
| 5. Biography | 30. Invincible |
| 6. Contagious | 31. Irritable |
| 7. Contemporary | 32. Maiden |
| 8. Dialysis | 33. Manuscript |
| 9. Ecology | 34. Martyr |
| 10. Edible | 35. Meteorologist |
| 11. Emigrant | 36. Netiquette |
| 12. Equanimous | 37. Notorious |
| 13. Eternal | 38. Obsolete |
| 14. Extempore | 39. Octogenarian |
| 15. Fable | 40. Optimist |
| 16. Fatalist | 41. Ornithology |
| 17. Flexible | 42. Pessimist |
| 18. Glutton | 43. Pseudonym |
| 19. Gullible | 44. Smuggling |
| 20. Honorarium | 45. Teenager |
| 21. Hydrography | 46. Teetotaler |
| 22. Illegal | 47. Timid |
| 23. Illegible | 48. Unanimous |
| 24. Illiterate | 49. Vegetarian |
| 25. Immigrant | 50. Volunteer |

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Structure of Question Paper
SEMESTER-III

COMMERCIAL COMMUNICATION-III
(With Effect from Academic Year 2018-2019)

- Q-1. (A) Answer any **FOUR** questions in brief: (out of six) (From Unit -1) 12
(B) State whether the following statements are TRUE or FALSE: 2
(Only **TWO** statements) (From Unit -1)
- Q-2. (A) Write a short note on any **ONE**: (out of three) (From Unit -1) 8
(B) Choose the appropriate options: (only **Six** MCQs) (From Unit -1) 6
- Q-3. Write short notes on any **TWO** of the following: (out of three) 14
(From Unit 2)
- Q-4. Bank Letter (From Unit – 3) 14
(OR)
Bank Letter (From Unit – 3)
- Q-5. (A) Comprehension (From Unit – 4- A) 8
(Four questions having Two Marks for each)
- (B) Match the following: (Six items) 6
(From Vocabulary of Unit – 4-B)

Gujarat University
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SEMESTER-IV

COMMERCIAL COMMUNICATION-IV
(With Effect from Academic Year 2018-2019)

UNIT- ONE

Text

Colours of Life – (Section Two)

Published by: Macmillan

UNIT- TWO

Corporate Social Responsibility Letters

(Written by an Individual)

1. Letter to an MNC to set up a Children Park
2. Letter to a Private Company requesting for donation to set up a Library for poor students
3. Letter to a Private University to sponsor the seminar for awareness of RTI Act
4. Letter to a Corporate Bank requesting to arrange a program for the awareness of Digital banking
5. Letter to a Corporate Hospital to organize a free medical check-up camp

UNIT- THREE

Agency Correspondence

1. Application for an agency
2. Offering terms and conditions of an agency
3. Negotiation for better terms and conditions at initial stage
4. Appointment of an agent
5. Reprimand for a decline in sales
6. Explanation for a decline in sales
7. Surrendering the agency
8. Termination of an agency

UNIT- FOUR
(A) Collection Letters

1. Notification: A polite intimation letter
2. Reminder letter
3. Strong Reminder letter
4. Letter warning for legal action
5. Letter thanking the customer for the Payment

(B) Vocabulary: Idioms and Phrasal Verbs (*List is attached)

***List of Idioms and Phrasal Verbs**

- | | |
|--------------------------------|----------------------------|
| 1. a blessing in disguise | 26. to abide by |
| 2. a hue and cry | 27. to break down |
| 3. all in all | 28. to break out |
| 4. as busy as a bee | 29. to bring up |
| 5. at the eleventh hour | 30. to call off |
| 6. at the spur of the moment | 31. to call on |
| 7. beat about the bush | 32. to care for |
| 8. born with a silver spoon | 33. to carry on |
| 9. by hook or by crook | 34. to carry over |
| 10. by leaps and bounds | 35. to cure of |
| 11. child's play | 36. to drop in |
| 12. fleet of foot | 37. to get along with |
| 13. hat trick | 38. to give up |
| 14. heaven knows | 39. to keep one's eyes on |
| 15. Himalayan task | 40. to lay down one's life |
| 16. ifs and buts | 41. to look into |
| 17. in a nutshell | 42. to make up |
| 18. keep it up | 43. to meddle with |
| 19. not be on speaking terms | 44. to pass away |
| 20. not one's cup of tea | 45. to put off |
| 21. now and then | 46. to put up with |
| 22. on the top of the world | 47. to set off |
| 23. sailing in the same boat | 48. to stand by |
| 24. the devil's advocate | 49. to take away |
| 25. the other side of the coin | 50. to take over |

Gujarat University
B. Com. Programme

Structure of Question Paper
SEMESTER-IV

COMMERCIAL COMMUNICATION - IV

(With Effect from Academic Year 2018-2019)

- Q-1. (A) Answer any **FOUR** questions in brief: (out of six) (From Unit-1) 12
(B) State whether the following statements are TRUE or FALSE: 2
(Only **TWO** statements) (From Unit-1)
- Q-2. (A) Write a short note on any **ONE**: (out of three) (From Unit-1) 8
(B) Choose the appropriate options: (only **Six** MCQs) (From Unit-1) 6
- Q-3. Corporate Social Responsibility Letter (From Unit-2) 14
(OR)
Corporate Social Responsibility Letter (From Unit-2)
- Q-4. Agent's Letter to the Principal (From Unit-3) 14
(OR)
Principal's Letter to an Agent (From Unit-3)
- Q-5. (A) Collection Letter (Unit-4 – A) 8
(OR)
Collection Letter (Unit-4 –A)
- (B) Match the following: (Six Items) 6
(Three Idioms and three Phrasal Verbs from of Unit - 4 – B)

**Gujarat University
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SEMESTER - V

**COMMERCIAL COMMUNICATION - V
(With Effect from Academic Year 2019-2020)**

UNIT - ONE

Text

Petals of Life – (Section One)

Published by: Oxford University Press

UNIT – TWO

Press Reports

(A) Introduction to Mass Media

1. Introduction to Media: Print and Electronic
2. A brief review of the evolution of Indian Press
3. Press as a Fourth Estate: Its role and impact on society
4. Major News Agencies in India
5. Definition of News and News values
6. Structure of a Press Report
7. Features of a Press Report

N.B.: No Theory based questions will be asked from the above mentioned points. They are only for understanding of the Topic. They should be discussed in brief before the actual drafting of Press Reports.

(B) Drafting of Press Reports

1. Accidents:

- (i) A Serious Road Mishap (A Collision of Two Vehicles only)
- (ii) A Train Disaster (A Collision of Two Trains only)
- (iii) A Plane Crash
- (iv) A Boat Tragedy

2. Natural Calamities:

- (ii) An Earthquake
- (iii) A Tsunami
- (iv) A Devastating Flood
- (v) A Cyclonic Storm

3. Current Events:

(An Event that has greater news value and concerns larger sections of society)

UNIT – THREE

Insurance Correspondence

(Letters written to Insurance Companies only)

1. Soliciting information about a Life Insurance Policy
2. Inquiring about a Medical Insurance Policy
3. Asking for a loan against an existing Life Insurance Policy
4. Claiming full benefits due to death of the policy holder by the nominee
5. Claiming medical re-imburement on the policy
6. Intimating the change of nomination
7. Asking for the surrender value of a life insurance policy

UNIT - FOUR

Cloze Test and Vocabulary

(A) Cloze Test

(Intermediate Level with Multiple Choices)

N. B.: The passage should be of about 200 words aiming at testing the students' intermediate level proficiency in language. The students are expected to write the answers only instead of reproducing the whole passage in the examination. A Specimen for Cloze Test is given herewith.

(B)Vocabulary: Foreign Words in Common Use

- | | | |
|----------------------------------|------------------------|---------------------|
| 1. Ad hoc (L) | 17. Ex-officio (L) | 34. Per contra (L) |
| 2. Ad interim (L) | 18. Ex-parte (L) | 35. Per diem (L) |
| 3. Alibi (L) | 19. Fait accompli (F) | 36. Prima facie (L) |
| 4. Bona fide (L) | 20. Front à front (F) | 37. Pro forma (L) |
| 5. Caveat emptor (L) | 21. Id est (i.e.) (L) | 38. Pro rata (L) |
| 6. Consensus (L) | 22. In camera (L) | 39. Proximo (L) |
| 7. Corrigendum (L) | 23. In toto (L) | 40. Senor (Sp) |
| 8. De facto (L) | 24. Intra vires (L) | 41. Senorita (Sp) |
| 9. De jure (L) | 25. Ipso facto (L) | 42. Sine die (L) |
| 10. Debris (F) | 26. Lacuna (L) | 43. Status quo (L) |
| 11. Emeritus (L) | 27. Locus standi (L) | 44. Sub- judice (L) |
| 12. En masse (F) | 28. Mala fide (F) | 45. Ultimo (L) |
| 13. En route (F) | 29. Modus operandi (L) | 46. Ultra vires (L) |
| 14. Eureka (Gk) | 30. Nota bene (L) | 47. Via media (L) |
| 15. Exempli gratia
(e.g.) (L) | 31. Per annum (L) | 48. Vice (L) |
| 16. Ex-gratia (L) | 32. Per capita (L) | 49. Vice versa (L) |
| | 33. Per centum (L) | 50. Viva voce (L) |

(L= Latin, F=French, Gk =Greek, Sp= Spanish)

A Specimen for Cloze Test

Q - Read the following passage and select the correct options:

Mahatma Gandhi (1) born in Gujarat and lived some years in England, (2) he studied law, and in South Africa, where he practised as a lawyer. He returned to India from South Africa to join the Freedom Movement against the British rule. Gandhi was one of those people who, from an early age, felt deeply about life and questioned its value. He wanted to know and experience life deeply. As he went through life, a pattern emerged and he was constantly searching for the answers to his questions. He called his (3) My Experiment with Truth. In fact, his (4) life was centred around the search for truth and how to put it into practice in one's daily life. In South Africa, he came across racial prejudices for the (5) time. Once, on a train journey to Pretoria, Gandhi was asked to (6) first class compartment even though he had a ticket for this. The White train conductor insisted (7) a non-white passenger could not travel in a first class compartment. But Gandhi refused to accept this. For this defiance, the conductor pushed him out of the train. It is said that this was one of the incidents that started him off on his search for justice.

- | | | |
|---------------------|---------------|-------------------|
| Blank 1 : (A) was | (B) has | (C) were |
| Blank 2 : (A) when | (B) where | (C) wherever |
| Blank 3 : (A) story | (B) biography | (C) autobiography |
| Blank 4 : (A) Part | (B) half | (C) whole |
| Blank 5 : (A) last | (B) first | (C) fast |
| Blank 6 : (A) leave | (B) stay | (C) live |
| Blank 7 : (A) these | (B) this | (C) that |

N.B.: The students are advised to write the answers in the following manner instead of reproducing the whole passage in the examination.

ANSWERS:

- Blank 1 : (A) was
Blank 2 : (B) where
Blank 3 : (C) autobiography
Blank 4 : (C) whole
Blank 5 : (B) first
Blank 6 : (A) leave
Blank 7 : (C) that

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Structure of Question Paper
SEMESTER - V
COMMERCIAL COMMUNICATION - V
(With Effect from Academic Year 2019-2020)

- Q-1. (A) Answer any **FOUR** questions in brief: (out of six) (From Unit-1) 12
- (B) State whether the following statements are TRUE or FALSE: 2
(Only **TWO** statements) (From Unit-1)
- Q-2. (A) Write a short note on any **ONE**: (out of three) (From Unit-1) 8
- (B) Choose the appropriate options: (only **Six** MCQs) (From Unit-1) 6
- Q-3. Write a press report on any **ONE**: (out of three) 14
- (1) One on accident (From Unit – 2 (B) - 1)
- (2) One on natural calamity (From Unit – 2 (B) - 2)
- (3) One on current event (From Unit – 2 (B) - 3)
- Q-4. A Letter from Insurance Correspondence (From Unit -3) 14
- OR**
- A Letter from Insurance Correspondence (From Unit-3)
- Q-5. (A) Read the following passage and select the correct options: 7
(Cloze Test – UNIT-4- (A) - Passage with **SEVEN** blanks, each carrying **ONE** mark – **THREE** Options must be given below the passage as mentioned in the specimen of Cloze Test)
- (B) Match the following: (Seven items) 7
(From Vocabulary of Unit- 4 – (B) only)

Gujarat University
B. Com. Programme
SEMESTER - VI
COMMERCIAL COMMUNICATION - VI
(With Effect from Academic Year 2019-2020)

UNIT - ONE

Text

Petals of Life – (Section Two)

Published by: Oxford University Press

UNIT - TWO

Import Export Correspondence

1. Introductory Letter of an Indian Exporter to an Overseas Importer
2. Letter of Inquiry from a Foreign Importer to an Indian Exporter
3. Reply of an Indian Exporter to an Inquiry of a Foreign Importer
4. Requesting the bank to open an irrevocable letter of credit
5. Intimation of an Indian Importer to an Exporter for the opening of an irrevocable letter of credit
6. Overseas Exporter's intimation regarding the shipment of goods

UNIT - THREE

Business Reports

(A) Individual Reports:

1. Opening a Sales Depot of the Company
2. Establishing a Welfare Centre for the Employees
3. Performance Appraisal of the Employees
4. A Fire Accident in the Factory

(B) Committee Reports:

1. Decline in Sales of a Company's products
2. Demands and Grievances of the Workers
3. Inspection of Branches
4. Taking over an Industrial Unit

UNIT - FOUR

Market Reports

(A) Comprehension of Stock Market Reports (Daily and Weekly)

N. B.: The passage should be of about 200 words aiming at testing the students' understanding of happenings of Stock Market. Only **FOUR** questions will be asked from the list of technical questions mentioned herewith. Each question will carry **TWO** marks.

List of Technical Questions

1. Explain the headline in simple English.
2. Which trend is indicated in the headline? Quote the word indicating the trend.
3. To which stock exchange the report is related?
4. Find out any two factors responsible for the present trend.
5. What type of a report is this? Quote the word indicating the type of a report.
6. Name the indices mentioned in the report.
7. Find out the previous closing of the following: (only TWO items will be given)
8. Mention any two scrips that do not follow the general trend.
9. Which scrip did not follow the general trend? Why?
10. Find out from the report any two **VERBS** denoting bullish trend.
11. Find out from the report any two **VERBS** denoting bearish trend.
12. What, according to the report, was the previous trend in the market?

(B) Vocabulary **Frequently Used Stock Market Terminology**

- | | |
|----------------------------------------------------------|-------------------------------------|
| (01) Advice | (18) Gray Market |
| (02) Bear covering (Bear buying, Short covering) | (19) Institutional buying |
| (03) Benchmark | (20) Intra-day |
| (04) Blue chip | (21) Limelight |
| (05) Bourse | (22) Nifty |
| (06) Brisk buying | (23) Nose diving |
| (07) Bull liquidation (Long liquidation, Bull unloading) | (24) Pivotal |
| (08) Corporate news | (25) Points |
| (09) Correction | (26) Premium |
| (10) Dalal Street | (27) Primary Market |
| (11) Demat Account | (28) Profit taking (Profit booking) |
| (12) Disinvestment selling | (29) Punters |
| (13) Equities | (30) Rally |
| (14) Ex-dividend | (31) Secondary Market |
| (15) Face value | (32) Selling pressure |
| (16) Featureless market | (33) Sensex |
| (17) Fluctuations | (34) Sentiment |
| | (35) Speculation |

Abbreviations in Common Use

- (36) ASE (37) BSE (38) CRR (39) DIIs (40) EPS (41) FIIs (42) FMCG (43) FPO (44) GDP (45) IIP (46) IPO (47) NBFC (48) NSE (49) PSU (50) SEBI

Gujarat University
B. Com. Programme
Structure of Question Paper

SEMESTER - VI
COMMERCIAL COMMUNICATION - VI
(With Effect from Academic Year 2019-2020)

- Q-1. (A) Answer any **FOUR** questions in brief: (out of six) (From Unit-1) 12
- (B) State whether the following statements are TRUE or FALSE: 2
(Only **TWO** statements) (From Unit-1)
- Q-2. (A) Write a short note on any **ONE**: (out of three) (From Unit-1) 8
- (B) Choose the appropriate options: (only **Six** MCQs) (From Unit-1) 6
- Q-3. Letter from Import Export Correspondence (From Unit-2) 14
(OR)
Letter from Import Export Correspondence (From Unit-2)
- Q-4. Individual Report (From Unit -3 -A) 14
(OR)
Committee Report (From Unit -3- B)
- Q-5. (A) Read the following market report carefully and answer the questions
that follow it: (From Unit - 4 –A) 8
(**N.B.:** Only **FOUR** questions will be asked from the list of Technical
Questions each carrying TWO marks.)
- (B) Do as directed: (From Vocabulary of Unit-4-B only) 6
(1) Match the following: (Four items)
(2) Give full forms of the following: (Two items)

Recommended Reading
(For Semester 1 to 6)

01. Business Communication – Urmila Rai & S. M. Rai – Himalaya Publishing House, Mumbai
02. Business Communication – Homai Pradhan & N. S. Pradhan – Himalaya Publishing House, Mumbai
03. Business Communication – Asha Kaul – Prentice-Hall, New Delhi
04. Essentials of Business Communication – Rajendra Pal & J. S. Korlahalli – Sultan Chand & Sons, New Delhi
05. Effective Business Communication – Dr. S. K. Agrawal & Dr. P. K. Singh – Himanshu Publications, New Delhi
06. Business Correspondence and Report Writing – R. C. Sharma & Krishna Mohan – Tata McGraw Hill, New Delhi
07. Business Communication (Principles, Methods and Techniques) – Nirmal Singh – Deep & Deep Publications, New Delhi
08. Effective Business Communication - Murphy G. A., Hildebrandt W. H., Thomas J. P., Tata McGraw Hill, New Delhi
09. A Handbook of Commercial Correspondence – A. Ashley – OUP, New Delhi
10. Word Power Made Easy – Norman Lewis - Goyal Saab, New Delhi
11. Communicative Competence in Business English – Robinson, Netrakanti & Shintre – Orient Longman, Hyderabad
12. Oxford Dictionary of Phrasal Verbs – A. P. Cowie & R. Mackin, OUP, New Delhi
13. A Guide to Business Correspondence and Communication Skills – A.N. Kapoor – Sultan Chand & Sons, New Delhi
14. Business Communication Today – Bovee & Thill – Prentice-Hall, New Delhi
15. Guide to Report Writing (Guide to Business Communication Series) – Netzley & Snow –Prentice-Hall, New Delhi