

Gujarat University

B. Com. Programme

SEMESTER-II

COMMERCIAL COMMUNICATION-II

(Revised w.e.f. Academic Year 2012-2013)

UNIT- ONE

Essentials of Business Letter Writing

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

UNIT- TWO

Business Letter Writing

1. Routine inquiry
2. Inquiry for seasonal goods
3. Inquiry for better terms and conditions
4. Reply to an inquiry
5. Firm offer
6. Voluntary offer

UNIT – THREE

Business Letter Writing

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

UNIT- FOUR
(A) E-mail Writing

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

Note: The format of the question for this topic is as under:

[1] Match the following words:

[2] Explain the following words in simple English:

Recommended Reading:

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

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Structure of Question Paper with Allocation of Marks

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Q-1. (A) Write a short note on any ONE: (out of Two) - (Unit –I) (07)

(B) Do as directed: (Objective questions having one mark for each item- Unit-I) (07)

Q-2. Business Letter Writing (Unit-II) (14)

(OR)

Business Letter Writing (Unit-II)

Q-3. Business Letter Writing: (Unit-III) (14)

(OR)

Business Letter Writing: (Unit-III)

Q-4. (A) E-mail Writing: Complaint (Unit-IV) (07)

(OR)

E-mail Writing: Adjustment (Unit-IV)

(B) Do as directed: (From Vocabulary of Unit-IV) (07)

[1] Match the following words: (Four Items)

[2] Explain the following words in simple English: (Three Items)

Q- 5. Do as directed: (From Unit-I to IV) (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)