

SEMESTER-I
COMMERCIAL COMMUNICATION-I

UNIT- ONE

Fundamentals of Communication

- 1. Communication: Introduction and Definitions**
- 2.Process of communication**
- 3.Aims and objectives of communication**

UNIT- TWO

- 1. Understanding the basics of letter writing**
 - a. Physical appearance of business letters**
 - b. Layout of a business letter**
 - c. Principle of effective letter writing**

UNIT- THREE

Business letter writing

- 1. Inquiry (solicited, unsolicited)**
- 2. Reply to Inquiry**
- 3. Offer letter (voluntary and firm)**

UNIT- FOUR

1.Precis Writing & Vocabulary

List of Frequently Confused Pairs of Words

1. Aboard/Abroad
2. Accept/Except
3. Access/Excess
4. Addition/Edition
5. Advice/ Advise
6. Affect/Effect
7. Allusion / Illusion
8. Appraise/Apprise
9. Bail/Bale
10. Beside/Besides
11. Boast/Boost
12. Carton/Cartoon
13. Caste /Cast
14. Check/Cheque
15. Cite/Site
16. Coast/Cost
17. Complement/Compliment
18. Defer/Differ
19. Descent/Dissent

20. Die /Dye
21. Draft/Draught
22. Dual/Duel
23. Elicit/Illicit
24. Eligible/Illegible
25. Facilitate/Felicitate
26. Fare/Fair
27. Foreword/Forward
28. Heal/Heel
29. Hoard/Horde
30. Industrial/Industrious
31. Judicial/Judicious
32. Lessen/Lesson
33. Marry/Merry
34. Minor/Miner
35. Minute/Minutes
36. Official/ Officious
37. Pail/Pale
38. Piece /Peace
39. Principal/Principle
40. Role/Roll
41. Sever/Severe
42. Slay /Sleigh
43. Sole/Soul
44. Stationary/Stationery
45. Suit/Suite
46. Tail/Tale
47. Teem/Team
48. Vacation/Vocation
49. Way/Weigh
50. Weather/Whether

UNIT - FIVE

MCQ AND OBJECTIVE QUESTION FROM UNIT 1 TO UNIT 4

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

Structure of Question Paper with Allocation of Marks SEMESTER-I

COMMERCIAL COMMUNICATION-I

Q-1

(A) General Question from Unit-1 (07)
(OR)

General Question from Unit-1 (07)

(B) General Question from Unit-1 (07)
(OR)

General Question from Unit-1 (07)

Q-2

(A) General Question from Unit-2 (07)
(OR)

General Question from Unit-2 (07)

(B) Objective type questions Unit-2 (07)

Q-3 Letter Writing from Unit-3 (14)
(OR)

Letter Writing from Unit-3 (14)

Q-4

(A) Precis Writing (From Unit-4) (07)
(B) Do as directed: (From Vocabulary of Unit-4) (07)
[1] Match the following words: (Four Items)
[2] Fill in the blanks: (Three Blanks)

Q-5

MCQ/Objective Questions (From Unit-1 to 4) (14)

**SEMESTER-II
COMMERCIAL COMMUNICATION-II**

UNIT- ONE

Forms of Communication

- 1. Forms of Communication: Verbal and Non-verbal,**
 - * Oral Communication: Advantages and Disadvantages (Limitations)**
 - * Written Communication: Advantages and Disadvantages (Limitations)**
 - * Difference between Oral and Written Communication**
 - * Non-verbal Communication: Advantages and Disadvantages (Limitations)**
 - * Types of Non-verbal Communication:**
 - (i) Body Language**
 - (ii) Sign Language**
 - (iii) Paralanguage**
 - (iv) Time and Space Language**

UNIT- TWO

Business Letter Writing

Order

Execution of order

Cancellation of order

Asking Extension in time to deliver the goods

Offering substitute goods

UNIT – THREE

**Business Letter Writing
(Complaints and their Adjustment)**

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

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.)**

(B) Sales and Collection Letters

*** Writing sales and collection letters on the following situations through E-mail:**

(C) Vocabulary

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

❖ *List of Words Commonly Used in Business Communication

- 1. Agenda**
- 2. At par**
- 3. Backlog**
- 4. Bankruptcy**
- 5. Beneficiary**

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

UNIT - FIVE

MCQ AND OBJECTIVE QUESTION FROM UNIT 1 TO UNIT 4

Structure of Question Paper with Allocation of Marks

Q-1.

(A) General Question from Unit-1 (07)

(OR)

General Question from Unit-1 (07)

(B) General Question from Unit-1 (07)

(OR)

General Question from Unit-1 (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: Sales and Collection Letter (Unit-IV) (07)

(OR)

E-mail Writing: Sales and Collection Letter (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)