

SHRI GOVIND GURU UNIVERSITY
B.Com Syllabus
COMMERCIAL COMMUNICATION - V
(With Effect from Academic Year 2018-2019)

UNIT - ONE

Text

Gems of Wisdom - (Part One)

Published by: Macmillan India Ltd.

UNIT – TWO

Questionnaires

1. Lifestyle and Socio-economic Conditions of:

- (i) Primary School Teachers
- (ii) Farmers
- (iii) Slum-dwellers
- (iv) Working Women
- (v) Factory Workers

2. College Students' Views or Habits:

- (i) College Students' views on CBCS-Semester System
- (ii) College Students' views on participation in the Extra Curricular Activities
- (iii) College students' Study Habits
- (iv) College students' habits of using Social Media
- (v) Smoking and Tobacco chewing habits and Cancer Awareness among College students

3. Consumer Market Research Survey:

- (i) Prospect of Launching a new Washing Machine in the market
- (ii) Prospect of Launching a new Detergent Powder in the market
- (iii) Consumers' Preference for a Tooth-paste
- (iv) Consumers' Preference for a Mobile Phone
- (v) Consumers' Views on Online

UNIT - Three

Press Reports

(A) Understanding the Press

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:

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

3. Current Events:

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

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.

(B) Vocabulary: Foreign Words in Common Use

List of Foreign Words in Common Use

1. ad absurdum (L) 2. Ad nauseam(L) 3. Aficionado(SP) 4. Annus mirabilis(L) 5. Au courant(F)
6. Beau geste (F) 7. Beau monde(F) 8. Bon mot(F) 9. Bon vivant(F) 10. Caveat 11. Debris (F)
12. El dorado 13. Emeritus (L) 14. En route (F) 15. Eureka (Gk) 16. Exempli gratia (e.g.) (L)
17. Front à front (F) 18. Id est (i.e.) – (L) 19. In curia 20. Nota bene (L) 21. Persona non grata 22.
Saus souci 23. Senor (Sp) 24. Senorita (Sp) 25. Sub peon 26. Via media (L) 27. Vice (L) 28.
Vice versa (L) 29. Viva voce (L) 30. Vox populi
(L= Latin, F=French, Gk =Greek, Sp= Spanish)

Note: The format of the questions for this unit is as under:

- (1) Match the following:
- (2) Give meanings of the following:

PAPER STYLE FOR SEM-V

Question-1

Answer any **SEVEN** questions in brief: (out of 10) (UNIT-I) **14**

Question-2

(A) Text based MCQ Choose the appropriate options: (only **Eight** MCQs)
(UNIT-I) **08**

(B) State whether the following statements are TRUE or FALSE: **06** (UNIT-I)

Question-3

Write a simple questionnaire on any **ONE**: (out of three) **14**

- (1) One from Unit – II - 1
- (2) One from Unit – II - 2
- (3) One from Unit – II - 3

Question-4

Write a press report on any **ONE**: (out of three) **14**

- (1) One on accident (As per Unit – III – 1)
- (2) One on natural calamity (As per Unit – III - 2)

(3) One on current event (As per Unit – III - 3)

Question-5.

(A) Read the following passage and select the correct options: **07**

(Cloze Test – UNIT-IV- (A) - Passage with SEVEN blanks each carrying ONE mark - Options must be given below the passage as mentioned in the specimen of Cloze Test)

(B) Do as directed: (From Vocabulary of UNIT-IV – (B) only) **07**

(1) Match the following: (**Four** items)

(2) Give meanings of the following: (**Three** items)

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UNIT - ONE

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UNIT - TWO

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 - 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

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 below. 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

1. Advice
2. Bear covering (Bear buying, Short covering)
3. Benchmark
4. Blue chip
5. Bourse
6. Brisk buying
7. Bull liquidation (Long liquidation, Bull unloading)
8. Corporate news
9. Correction
10. Dalal Street
11. Demat Account
12. Disinvestment selling
13. Equities
14. Ex-dividend
15. Face value
16. Featureless market
17. Fluctuations
18. Gray Market
19. Institutional buying
20. Intra-day
21. Limelight
22. Nifty
23. Nose diving
24. Pivotal
25. Points
26. Premium
27. Primary Market
28. Profit taking (Profit booking)
29. Punters
30. Rally
31. Secondary Market
32. Selling pressure
33. Sensex
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

Note: The format of the questions for this unit is as under:

- (1) Explain the following terms:
- (2) Give full forms of the following:

PAPER STYLE FOR SEM-V

Question-1

Answer any **SEVEN** questions in brief: (out of 10) (UNIT-I) **14**

Question-2

(A) **Text based MCQ** Choose the appropriate options: (only **Eight** MCQs) (UNIT-I) **08**

(B) State whether the following statements are TRUE or FALSE: **06** (UNIT-I)

Question-3

Individual Report (UNIT-III -A) **14**

OR

Committee Report (UNIT-III-B)

Question-4

A letter from Agency Correspondence (one out of two) (UNIT-IV) 14

Question-5.

. (A) Read the following market report carefully and answer the questions that follow it: (UNIT-IV –A) **08**

(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-IV-B only) **06**

(1) Explain the following terms: (**Four** items)

(2) Give full forms of the following: (**Two** items)

Recommended Reading: (For Semester V and VI)

01. Business Communication – J P Parikh, Anshu Surve, Swarnabharati & Asma Bahrainwal – Orient BlackSwan, Hyderabad.
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. Business Communication – Urmila Rai & S. M. Rai – Himalaya Publishing House, Mumbai.