

**Gujarat University
Ahmedabad**

SEMESTER-I

COMMERCIAL COMMUNICATION-I

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

UNIT- ONE

Fundamentals of Communication

- * Communication: Introduction and Definitions
- * Objectives of Communication:
 - (1) Information (2) Knowledge (3) Advice (4) Counselling (5) Persuasion
 - (6) Motivation (7) Raising Morale (8) Request (9) Warning (10) Complaint
- * Process of Communication
- * Feedback: Meaning and Types of Feedback
- * Characteristics of Communication
- * Principles of Effective Communication

UNIT- TWO

Forms of Communication

- * 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- THREE

Application, Resume/CV & Interview

- * Guidelines for drafting the effective Job Application
- * Techniques for writing the effective Resume/CV
- * Drafting of Job Application
- * Drafting of Resume/CV
- * Tips for facing Interview

UNIT- FOUR

Precis Writing & Vocabulary

* Precis Writing

* 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/ Officialious |
| 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 |

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

[1] Match the following words:

[2] Fill in the blanks:

[3] Select the appropriate word from the given options:

(For MCQs)

For example:

(1) Vacation: _____

(A) Religion

(B) Holidays

(C) Height

(D) Fight

(2) Fair: _____

(A) Bus

(B) Hire

(C) Just

(D) Foul

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

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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) General Question from Unit-2	(07)
(OR)	
General Question from Unit-2	(07)
Q-3 General Question from Unit-3	(14)
(OR)	
General Question 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)