

Gujarat University
B. Com. Programme

SEMESTER - V

COMMERCIAL COMMUNICATION - V
(With Effect from Academic Year 2013-2014)

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 Shopping

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. Intimating the change of correspondence address
8. 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 on page No.-3.

(B) Vocabulary: Foreign Words in Common Use

List of Foreign Words in Common Use

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

(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:

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 (D) is
Blank 2 : (A) their (B) where (C) when (D) wherever
Blank 3 : (A) story (B) history (C) biography (D) autobiography
Blank 4 : (A) Part (B) whole (C) half (D) broken
Blank 5 : (A) last (B) best (C) first (D) fast
Blank 6 : (A) stay (B) leave (C) repair (D) live
Blank 7 : (A) that (B) this (C) these (D) those

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 : (D) autobiography
Blank 4 : (B) whole
Blank 5 : (C) first
Blank 6 : (B) leave
Blank 7 : (A) that

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Structure of Question Paper with Allocation of Marks

SEMESTER - V

COMMERCIAL COMMUNICATION - V

(With Effect from Academic Year 2013-2014)

- Q-1. (A) Answer any **FOUR** questions in brief: (out of six) (UNIT-I) **12**
- (B) State whether the following statements are TRUE or FALSE: **02**
(Only **TWO** statements) (UNIT-I)
- Q-2. (A) Write a short note on any **ONE**: (out of three) (UNIT-I) **08**
- (B) Choose the appropriate options: (only **Six** MCQs) (UNIT-I) **06**
- Q-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
- Q-4. A Letter from Insurance Correspondence (UNIT-III) **14**
OR
A Letter from Insurance Correspondence (UNIT-III)
- Q-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

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 - 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 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 | 18.Gray Market |
| 2. Bear covering (Bear buying, Short covering) | 19.Institutional buying |
| 3. Benchmark | 20.Intra-day |
| 4. Blue chip | 21.Limelight |
| 5. Bourse | 22.Nifty |
| 6. Brisk buying | 23.Nose diving |
| 7. Bull liquidation (Long liquidation, Bull unloading) | 24.Pivotal |
| 8. Corporate news | 25.Points |
| 9. 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 | 44.GDP |
| 37.BSE | 45.IIP |
| 38.CRR | 46.IPO |
| 39.DIIs | 47.NBFC |
| 40.EPS | 48.NSE |
| 41.FIIs | 49.PSU |
| 42.FMCG | 50.SEBI |
| 43.FPO | |

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

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

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Structure of Question Paper with Allocation of Marks

SEMESTER - VI

COMMERCIAL COMMUNICATION - VI

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- Q-1. (A) Answer any **FOUR** questions in brief: (out of six) (UNIT-I) **12**
- (B) State whether the following statements are TRUE or FALSE: **02**
(Only **TWO** statements) (UNIT-I)
- Q-2. (A) Write a short note on any **ONE**: (out of three) (UNIT-I) **08**
- (B) Choose the appropriate options: (only **Six** MCQs) (UNIT-I) **06**
- Q-3. Write a press report on any **ONE**: (out of three) **14**
(1) One on accident (As per Unit – II (B) - 1)
(2) One on natural calamity (As per Unit – II (B) - 2)
(3) One on current event (As per Unit – II (B) - 3)
- Q-4. Individual Report (UNIT-III -A) **14**
OR
Committee Report (UNIT-III-B)
- Q-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.