

GUJARAT UNIVERSITY**F.Y.B.Com.****COMMERCIAL COMMUNICATION : I**

(Effective from June : 2003)

The objective of this course is to help the students to be familiar with and to understand simple narration in English on business situations and to help them learn progressively skills of drafting routine, non-legal business letters, to summarize writings on commercial subjects as well as to develop skills of reasoning in relation to common topics of discussion or dealt in simple English.

1. Understanding the Basics ... (15%)
 - 3.01 Understand the letter as an effective means of communications.
 - 3.02 Understand different parts (regular and occasional) of the layout of a business letter.
 - 3.03 Recognize correct and incorrect details from those given in 1.02.
 - 3.04 Show familiarity with different types of letter format.
 - 3.05 Show familiarity with factors effecting the appearance of a business letter (Stationary, Typing, Margins, Spacing, Folding and Envelope).
 - 3.06 Qualities of an effective business letter (Correctness, conciseness, clarity, courtesy, co-ordination (i.e., logical linking of ideas) and appropriate language (ie., Business Jargon versus present practice).
N.B.—Only objective questions to be asked about the basics, Short note not to be asked.
- 2.00 Drafting of letters ... (40%)
 - 2.01 Inquiries—Quotations
 - 2.02 Replies to inquiries—Voluntary and firm offers
 - 2.03 Orders; Replies to orders cancellation of orders
 - 2.04 Complaints and replies to such letters including adjustments
 - 2.05 Applications for positions
- 3.00 Developing a theme ... (15%)
Develop a theme for or against a given proposition of a general nature (in not more than 150 words), which is within the range of students' experience (The proposition will be selected from a general context).
- 4.00 Summarise a given passage in English (of About 200 to 350 words) on a topic of economic or commercial interest.
- 5.00 Vocabulary testing (15%)
Vocabulary testing of around 65 pairs of words of ten confused and misused.
(The list of words prescribed is given below).
N.B.—(1) These will be no question of Theory related to 2.00
(2) In selecting a passage under 3.02 the vocabulary level of students—at First B.Com. will be taken into consideration.
(3) In the assignment of marks a latitude of 3% is permitted.

List of words for C.C. : I.

(1) Aboard	Abroad	(34) Deprecate	Depreciate
(2) Abstain	Rejrain	(35) Descent	Dissent
(3) Accept	Except	(36) Drat	Draught
(4) Access	Excess	(37) Economi	Economical
(5) Adapt	Adopt	(38) Eligible	Illigible
(6) Addition	Edition	(39) Emigrant	Immigrant
(7) Affect	Effect	(40) Extant	Extent
(8) Alternate	Alternative	(41) Facilitqate	Falicitate
(9) Amiable	Amicable	(42) Fare	Fair
(10) Appraise	Apprise	(43) Foreword	Forward
(11) Ascent	Assent	(44) Hoard	Horde

(12) Avoid	Evade	(45) Industrial	Industrious
(13) Bail	Bale	(46) Intermediary	Intermediate
(14) Berth	Birth	(47) Irrecoverable	Irrevocable
(15) Beside	Besides	(48) Judicial	Judicious
(16) Boast	Boost	(49) Loose	Lose
(17) Bought	Brought	(50) Minute	Minutes
(18) Carton	Cartoon	(51) Official	Officious
(19) Check	Cheque	(52) Personal	Personnel
(20) Cite	Sita	(53) Precede	Proceed
(21) Commitment	Commission	(54) Premise	Premises
(22) Complement	Compliment	(55) Principal	Principle
(23) Confidant	Confident	(56) Respectable	Respective
(24) Continual	Continuous	(57) Role	Roll
(25) Credible	Creditable	(58) Sever	Severe
(26) Coast	Cost	(59) Sole	Soul
(27) Curb	Cerb	(60) Successful	Successive
(28) Damage	Damages	(61) Suit	Suite
(29) Dear	Deer	(62) Vary	Very
(30) Defer	Differ	(63) Vacation	Vocation
(31) Deject	Deficiency	(64) Ware	Wear
(32) Deny	Refuse	(65) Weather	Whether.
(33) Depose	Dispose		