

Gujarat University
B. Com. Programme

SEMESTER-I
COMMERCIAL COMMUNICATION-I

(With Effect from Academic Year 2017-2018)

UNIT- ONE

Understanding Communication

1. Communication: Introduction and Definitions
2. Objectives of Communication: (a) Information (b) Knowledge (c) Advice (d) Counselling (e) Motivation (f) Request (g) Complaint (h) Warning
3. Process of Communication
4. Feedback: Meaning and Types of Feedback
5. Communication through Listening: Difference between Listening & Hearing and Importance of Listening
6. Types of Listening: (a) Casual Listening (b) Passive Listening (c) Selective Listening (d) Active Listening (e) Intensive Listening

UNIT - TWO

E- Communication

1. E-communication: Meaning and Importance
2. E-communication: Various Forms
3. E-communication: Advantages and Limitations
4. E- commerce
5. E- banking
6. E- meetings: Advantages and Limitations
7. E- governance

UNIT- THREE
Communication for Employment

1. Guidelines for drafting an effective Job Application
2. Techniques for writing an effective Resume/CV
3. Drafting Job Application
4. Drafting Resume/CV
5. Tips for facing Interview

UNIT- FOUR
(A) Precis Writing

(B) 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/ Officious |
| 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 |

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Structure of Question Paper
SEMESTER-I
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Q-1. Essay Type Question (From Unit-1)	14
(OR)	
Essay Type Question (From Unit-1)	
Q-2. Short notes on any TWO : (Out of Four) (From Unit – 2)	14
Q-3. Essay Type Question (From Unit-3)	14
(OR)	
Essay Type Question (From Unit-3)	
Q-4 (A) Precis Writing (From Unit-4-A)	8
(B) Re-write the sentences using correct options:	6
(Six Blanks from Vocabulary of Unit-4-B)	
Q- 5. Do as directed: (From Unit-1 to 4)	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)	

