

Gujarat University
B. Com. Programme
SEMESTER-II
COMMERCIAL COMMUNICATION-II
(With Effect from Academic Year 2017-2018)

UNIT- ONE
Forms of Communication

1. Forms of Communication: Verbal and Non-verbal
2. Difference between Oral and Written Communication
3. Oral Communication: Advantages and Disadvantages (Limitations)
4. Written Communication: Advantages and Disadvantages (Limitations)
5. Non-verbal Communication: Advantages and Disadvantages (Limitations)

UNIT- TWO
Basics of Business Letter Writing

1. Physical Appearance of a Business Letter
2. Structure (Layout) of a Business Letter: Regular and Occasional parts
3. Seven Cs of Business Letter Writing

UNIT- THREE
Business Letters

1. Inquiry for goods
2. Reply to an inquiry
3. Placing an order
4. Execution of an order
5. Asking for an extension of time limit to execute the order
6. Offering substitute goods
7. Cancellation of an order (Reason: Delay in execution of order)

UNIT- FOUR
(A) E-mail Writing

* Understanding the Basics of an E-mail (No Theory based questions will be asked. Only Objective Type questions and MCQs can be asked in Q-5.)

* Writing Complaints and their Adjustments on the following situations through E-mail:

1. Late delivery of goods
2. Damaged goods
3. Shortage in quantity of goods
4. Rude behaviour of a salesperson

(B) Vocabulary

Words Commonly Used in Business Communication: (*List is attached)

***List of Words Commonly Used in Business Communication**

- | | |
|-----------------------|------------------------|
| 1. Agenda | 26. Gross |
| 2. At par | 27. Lease |
| 3. Backlog | 28. Liabilities |
| 4. Bankruptcy | 29. Lockout |
| 5. Beneficiary | 30. Margin |
| 6. Bill of Lading | 31. Minimum Wage |
| 7. Black Market | 32. Monopoly |
| 8. Breach of Contract | 33. Mortgage |
| 9. Budget | 34. Negotiable |
| 10. Bullion | 35. Patent |
| 11. Capital | 36. Petty cash |
| 12. Collateral | 37. Pledge |
| 13. Commission | 38. Power of Attorney |
| 14. Consignee | 39. Promissory Note |
| 15. Creditor | 40. Rebate |
| 16. Dead stock | 41. Recession |
| 17. Default | 42. Reimburse |
| 18. Deficit | 43. Revenue |
| 19. Disbursement | 44. Royalty |
| 20. Dock Receipt | 45. Subsidy |
| 21. Entrepreneur | 46. Surplus |
| 22. Exchange rate | 47. Syndicate |
| 23. Fiscal | 48. Trademark |
| 24. Franchise | 49. Volume of business |
| 25. Freight | 50. Waive |

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B. Com. Programme Structure of
Question Paper
SEMESTER-II COMMERCIAL
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Q-1. Essay Type Question (From Unit-1)	14
(OR)	
Essay Type Question (From Unit-1)	
Q-2. (A) Short note on any ONE : (out of Two) - (From Unit – 2)	7
(B) Do as directed: (From Unit-2)	7
(Objective type questions having one mark for each item)	
Q-3. Drafting of Business Letter (From Unit- 3)	14
(OR)	
Drafting of Business Letter (From Unit- 3)	
Q-4. (A) E-mail Writing: Complaint [From Unit- 4 (A)]	8
(OR)	
E-mail Writing: Adjustment [From Unit- 4 (A)]	
(B) Match the following words:	6
[Six items 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)	