

**Gujarat University  
B. Com. Programme**

**SEMESTER-III**

**COMMERCIAL COMMUNICATION-III**

**(With Effect from Academic Year 2018-2019)**

**UNIT- ONE**

**Text**

**Colours of Life – (Section One)**

Published by: Macmillan

**UNIT- TWO**

**Soft Skills for Effective Communication**

1. Business ethics and etiquettes
2. Netiquettes
3. Leadership qualities
4. Presentation skills
5. Time management
6. Negotiation skills

**UNIT- THREE**

**Bank Correspondence**

1. Stop payment of a cheque
2. Error in pass-book / Bank Statement
3. Wrongful dishonour of a cheque
4. Complaint about rude behaviour of a bank employee
5. Requesting bank's support for social welfare
6. Intimating the loss of a Debit Card / ATM Card / Credit Card
7. Transfer of a Bank Account

## UNIT- FOUR

(A) Comprehension based on a commercial topic

(B) Vocabulary: One-word substitutes (\*List is attached)

### \*List of One-word Substitutes

- |                  |                   |
|------------------|-------------------|
| 1. Amicable      | 26. Impossible    |
| 2. Anonymous     | 27. Inaudible     |
| 3. Autobiography | 28. Incredible    |
| 4. Bakery        | 29. Inevitable    |
| 5. Biography     | 30. Invincible    |
| 6. Contagious    | 31. Irritable     |
| 7. Contemporary  | 32. Maiden        |
| 8. Dialysis      | 33. Manuscript    |
| 9. Ecology       | 34. Martyr        |
| 10. Edible       | 35. Meteorologist |
| 11. Emigrant     | 36. Netiquette    |
| 12. Equanimous   | 37. Notorious     |
| 13. Eternal      | 38. Obsolete      |
| 14. Extempore    | 39. Octogenarian  |
| 15. Fable        | 40. Optimist      |
| 16. Fatalist     | 41. Ornithology   |
| 17. Flexible     | 42. Pessimist     |
| 18. Glutton      | 43. Pseudonym     |
| 19. Gullible     | 44. Smuggling     |
| 20. Honorarium   | 45. Teenager      |
| 21. Hydrography  | 46. Teetotaler    |
| 22. Illegal      | 47. Timid         |
| 23. Illegible    | 48. Unanimous     |
| 24. Illiterate   | 49. Vegetarian    |
| 25. Immigrant    | 50. Volunteer     |

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**Structure of Question Paper**  
**SEMESTER-III**

**COMMERCIAL COMMUNICATION-III**

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- Q-1. (A) Answer any **FOUR** questions in brief: (out of six) (From Unit -1) 12  
(B) State whether the following statements are TRUE or FALSE: 2  
(Only **TWO** statements) (From Unit -1)
- Q-2. (A) Write a short note on any **ONE**: (out of three) (From Unit -1) 8  
(B) Choose the appropriate options: (only **Six** MCQs) (From Unit -1) 6
- Q-3. Write short notes on any **TWO** of the following: (out of three) 14  
(From Unit 2)
- Q-4. Bank Letter (From Unit – 3) 14  
(OR)  
Bank Letter (From Unit – 3)
- Q-5. (A) Comprehension (From Unit – 4- A) 8  
(Four questions having Two Marks for each)
- (B) Match the following: (Six items) 6  
(From Vocabulary of Unit – 4-B)

