

Gujarat University
B. Com. Programme

SEMESTER-IV

COMMERCIAL COMMUNICATION-IV
(With Effect from Academic Year 2018-2019)

UNIT- ONE

Text

Colours of Life – (Section Two)

Published by: Macmillan

UNIT- TWO

Corporate Social Responsibility Letters

(Written by an Individual)

1. Letter to an MNC to set up a Children Park
2. Letter to a Private Company requesting for donation to set up a Library for poor students
3. Letter to a Private University to sponsor the seminar for awareness of RTI Act
4. Letter to a Corporate Bank requesting to arrange a program for the awareness of Digital banking
5. Letter to a Corporate Hospital to organize a free medical check-up camp

UNIT- THREE

Agency Correspondence

1. Application for an agency
2. Offering terms and conditions of an agency
3. Negotiation for better terms and conditions at initial stage
4. Appointment of an agent
5. Reprimand for a decline in sales
6. Explanation for a decline in sales
7. Surrendering the agency
8. Termination of an agency

UNIT- FOUR
(A) Collection Letters

1. Notification: A polite intimation letter
2. Reminder letter
3. Strong Reminder letter
4. Letter warning for legal action
5. Letter thanking the customer for the Payment

(B) Vocabulary: Idioms and Phrasal Verbs (*List is attached)

***List of Idioms and Phrasal Verbs**

- | | |
|--------------------------------|----------------------------|
| 1. a blessing in disguise | 26. to abide by |
| 2. a hue and cry | 27. to break down |
| 3. all in all | 28. to break out |
| 4. as busy as a bee | 29. to bring up |
| 5. at the eleventh hour | 30. to call off |
| 6. at the spur of the moment | 31. to call on |
| 7. beat about the bush | 32. to care for |
| 8. born with a silver spoon | 33. to carry on |
| 9. by hook or by crook | 34. to carry over |
| 10. by leaps and bounds | 35. to cure of |
| 11. child's play | 36. to drop in |
| 12. fleet of foot | 37. to get along with |
| 13. hat trick | 38. to give up |
| 14. heaven knows | 39. to keep one's eyes on |
| 15. Himalayan task | 40. to lay down one's life |
| 16. ifs and buts | 41. to look into |
| 17. in a nutshell | 42. to make up |
| 18. keep it up | 43. to meddle with |
| 19. not be on speaking terms | 44. to pass away |
| 20. not one's cup of tea | 45. to put off |
| 21. now and then | 46. to put up with |
| 22. on the top of the world | 47. to set off |
| 23. sailing in the same boat | 48. to stand by |
| 24. the devil's advocate | 49. to take away |
| 25. the other side of the coin | 50. to take over |

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Structure of Question Paper
SEMESTER-IV

COMMERCIAL COMMUNICATION - IV

(With Effect from Academic Year 2018-2019)

- 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. Corporate Social Responsibility Letter (From Unit-2) 14
(OR)
Corporate Social Responsibility Letter (From Unit-2)
- Q-4. Agent's Letter to the Principal (From Unit-3) 14
(OR)
Principal's Letter to an Agent (From Unit-3)
- Q-5. (A) Collection Letter (Unit-4 – A) 8
(OR)
Collection Letter (Unit-4 –A)
- (B) Match the following: (Six Items) 6
(Three Idioms and three Phrasal Verbs from of Unit - 4 – B)

