

Gujarat University
B. Com. Programme

SEMESTER - V

COMMERCIAL COMMUNICATION - V
(With Effect from Academic Year 2019-2020)

UNIT - ONE

Text

Petals of Life – (Section One)

Published by: Oxford University Press

UNIT – TWO

Press Reports

(A) Introduction to Mass Media

1. Introduction to Media: Print and Electronic
2. A brief review of the evolution of Indian Press
3. Press as a Fourth Estate: Its role and impact on society
4. Major News Agencies in India
5. Definition of News and News values
6. Structure of a Press Report
7. Features of a Press Report

N.B.: No Theory based questions will be asked from the above mentioned points. They are only for understanding of the Topic. They should be discussed in brief before the actual drafting of Press Reports.

(B) Drafting of Press Reports

1. Accidents:

- (i) A Serious Road Mishap (A Collision of Two Vehicles only)
- (ii) A Train Disaster (A Collision of Two Trains only)
- (iii) A Plane Crash
- (iv) A Boat Tragedy

2. Natural Calamities:

- (ii) An Earthquake
- (iii) A Tsunami
- (iv) A Devastating Flood
- (v) A Cyclonic Storm

3. Current Events:

(An Event that has greater news value and concerns larger sections of society)

UNIT – THREE

Insurance Correspondence

(Letters written to Insurance Companies only)

1. Soliciting information about a Life Insurance Policy
2. Inquiring about a Medical Insurance Policy
3. Asking for a loan against an existing Life Insurance Policy
4. Claiming full benefits due to death of the policy holder by the nominee
5. Claiming medical re-imburement on the policy
6. Intimating the change of nomination
7. Asking for the surrender value of a life insurance policy

UNIT - FOUR

Cloze Test and Vocabulary

(A) Cloze Test

(Intermediate Level with Multiple Choices)

N. B.: The passage should be of about 200 words aiming at testing the students' intermediate level proficiency in language. The students are expected to write the answers only instead of reproducing the whole passage in the examination. A Specimen for Cloze Test is given herewith.

(B) Vocabulary: Foreign Words in Common Use

- | | | |
|----------------------------------|------------------------|---------------------|
| 1. Ad hoc (L) | 17. Ex-officio (L) | 34. Per contra (L) |
| 2. Ad interim (L) | 18. Ex-parte (L) | 35. Per diem (L) |
| 3. Alibi (L) | 19. Fait accompli (F) | 36. Prima facie (L) |
| 4. Bona fide (L) | 20. Front à front (F) | 37. Pro forma (L) |
| 5. Caveat emptor (L) | 21. Id est (i.e.) (L) | 38. Pro rata (L) |
| 6. Consensus (L) | 22. In camera (L) | 39. Proximo (L) |
| 7. Corrigendum (L) | 23. In toto (L) | 40. Senor (Sp) |
| 8. De facto (L) | 24. Intra vires (L) | 41. Senorita (Sp) |
| 9. De jure (L) | 25. Ipso facto (L) | 42. Sine die (L) |
| 10. Debris (F) | 26. Lacuna (L) | 43. Status quo (L) |
| 11. Emeritus (L) | 27. Locus standi (L) | 44. Sub- judice (L) |
| 12. En masse (F) | 28. Mala fide (F) | 45. Ultimo (L) |
| 13. En route (F) | 29. Modus operandi (L) | 46. Ultra vires (L) |
| 14. Eureka (Gk) | 30. Nota bene (L) | 47. Via media (L) |
| 15. Exempli gratia
(e.g.) (L) | 31. Per annum (L) | 48. Vice (L) |
| 16. Ex-gratia (L) | 32. Per capita (L) | 49. Vice versa (L) |
| | 33. Per centum (L) | 50. Viva voce (L) |

(L= Latin, F=French, Gk =Greek, Sp= Spanish)

A Specimen for Cloze Test

Q - Read the following passage and select the correct options:

Mahatma Gandhi (1) born in Gujarat and lived some years in England, (2) he studied law, and in South Africa, where he practised as a lawyer. He returned to India from South Africa to join the Freedom Movement against the British rule. Gandhi was one of those people who, from an early age, felt deeply about life and questioned its value. He wanted to know and experience life deeply. As he went through life, a pattern emerged and he was constantly searching for the answers to his questions. He called his (3) My Experiment with Truth. In fact, his (4) life was centred around the search for truth and how to put it into practice in one's daily life. In South Africa, he came across racial prejudices for the (5) time. Once, on a train journey to Pretoria, Gandhi was asked to (6) first class compartment even though he had a ticket for this. The White train conductor insisted (7) a non-white passenger could not travel in a first class compartment. But Gandhi refused to accept this. For this defiance, the conductor pushed him out of the train. It is said that this was one of the incidents that started him off on his search for justice.

- | | | |
|---------------------|---------------|-------------------|
| Blank 1 : (A) was | (B) has | (C) were |
| Blank 2 : (A) when | (B) where | (C) wherever |
| Blank 3 : (A) story | (B) biography | (C) autobiography |
| Blank 4 : (A) Part | (B) half | (C) whole |
| Blank 5 : (A) last | (B) first | (C) fast |
| Blank 6 : (A) leave | (B) stay | (C) live |
| Blank 7 : (A) these | (B) this | (C) that |

N.B.: The students are advised to write the answers in the following manner instead of reproducing the whole passage in the examination.

ANSWERS:

- Blank 1 : (A) was
Blank 2 : (B) where
Blank 3 : (C) autobiography
Blank 4 : (C) whole
Blank 5 : (B) first
Blank 6 : (A) leave
Blank 7 : (C) that

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Structure of Question Paper
SEMESTER - V
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(With Effect from Academic Year 2019-2020)

- 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 a press report on any **ONE**: (out of three) 14
(1) One on accident (From Unit – 2 (B) - 1)
(2) One on natural calamity (From Unit – 2 (B) - 2)
(3) One on current event (From Unit – 2 (B) - 3)
- Q-4. A Letter from Insurance Correspondence (From Unit -3) 14
OR
A Letter from Insurance Correspondence (From Unit-3)
- Q-5. (A) Read the following passage and select the correct options: 7
(Cloze Test – UNIT-4- (A) - Passage with **SEVEN** blanks, each carrying **ONE** mark – **THREE** Options must be given below the passage as mentioned in the specimen of Cloze Test)
- (B) Match the following: (Seven items) 7
(From Vocabulary of Unit- 4 – (B) only)