

Gujarat University
B. Com. Programme
SEMESTER -VI
COMMERCIAL COMMUNICATION - VI
(With Effect from Academic Year 2019-2020)

UNIT - ONE

Text

Petals of Life – (Section Two)

Published by: Oxford University Press

UNIT - TWO

Import Export Correspondence

1. Introductory Letter of an Indian Exporter to an Overseas Importer
2. Letter of Inquiry from a Foreign Importer to an Indian Exporter
3. Reply of an Indian Exporter to an Inquiry of a Foreign Importer
4. Requesting the bank to open an irrevocable letter of credit
5. Intimation of an Indian Importer to an Exporter for the opening of an irrevocable letter of credit
6. Overseas Exporter's intimation regarding the shipment of goods

UNIT - THREE

Business Reports

(A) Individual Reports:

1. Opening a Sales Depot of the Company
2. Establishing a Welfare Centre for the Employees
3. Performance Appraisal of the Employees
4. A Fire Accident in the Factory

(B) Committee Reports:

1. Decline in Sales of a Company's products
2. Demands and Grievances of the Workers
3. Inspection of Branches
4. Taking over an Industrial Unit

UNIT - FOUR

Market Reports

(A) Comprehension of Stock Market Reports (Daily and Weekly)

N. B.: The passage should be of about 200 words aiming at testing the students' understanding of happenings of Stock Market. Only **FOUR** questions will be asked from the list of technical questions mentioned herewith. Each question will carry **TWO** marks.

List of Technical Questions

1. Explain the headline in simple English.
2. Which trend is indicated in the headline? Quote the word indicating the trend.
3. To which stock exchange the report is related?
4. Find out any two factors responsible for the present trend.
5. What type of a report is this? Quote the word indicating the type of a report.
6. Name the indices mentioned in the report.
7. Find out the previous closing of the following: (only TWO items will be given)
8. Mention any two scrips that do not follow the general trend.
9. Which scrip did not follow the general trend? Why?
10. Find out from the report any two **VERBS** denoting bullish trend.
11. Find out from the report any two **VERBS** denoting bearish trend.
12. What, according to the report, was the previous trend in the market?

(B) Vocabulary

Frequently Used Stock Market Terminology

- | | |
|--|-------------------------------------|
| (01) Advice | (18) Gray Market |
| (02) Bear covering (Bear buying, Short covering) | (19) Institutional buying |
| (03) Benchmark | (20) Intra-day |
| (04) Blue chip | (21) Limelight |
| (05) Bourse | (22) Nifty |
| (06) Brisk buying | (23) Nose diving |
| (07) Bull liquidation (Long liquidation, Bull unloading) | (24) Pivotal |
| (08) Corporate news | (25) Points |
| (09) Correction | (26) Premium |
| (10) Dalal Street | (27) Primary Market |
| (11) Demat Account | (28) Profit taking (Profit booking) |
| (12) Disinvestment selling | (29) Punters |
| (13) Equities | (30) Rally |
| (14) Ex-dividend | (31) Secondary Market |
| (15) Face value | (32) Selling pressure |
| (16) Featureless market | (33) Sensex |
| (17) Fluctuations | (34) Sentiment |
| | (35) Speculation |

Abbreviations in Common Use

- (36) ASE (37) BSE (38) CRR (39) DIIs (40) EPS (41) FIIs (42) FMCG (43) FPO (44) GDP (45) IIP (46) IPO (47) NBFC (48) NSE (49) PSU (50) SEBI

Gujarat University
B. Com. Programme Structure of
Question Paper

SEMESTER - VI COMMERCIAL
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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. Letter from Import Export Correspondence (From Unit-2) 14
(OR)
Letter from Import Export Correspondence (From Unit-2)
- Q-4. Individual Report (From Unit -3 -A) 14
(OR)
Committee Report (From Unit -3- B)
- Q-5. (A) Read the following market report carefully and answer the questions that follow it: (From Unit - 4 –A) 8
(**N.B.:** Only **FOUR** questions will be asked from the list of Technical Questions each carrying TWO marks.)
(B) Do as directed: (From Vocabulary of Unit-4-B only) 6
(1) Match the following: (Four items)
(2) Give full forms of the following: (Two items)