UNIT- ONE
Fundamentals of Communication

* Communication: Introduction and Definitions
* Objectives of Communication:
  (1) Information (2) Knowledge (3) Advice (4) Counselling (5) Persuasion
  (6) Motivation (7) Raising Morale (8) Request (9) Warning (10) Complaint
* Process of Communication
* Feedback: Meaning and Types of Feedback
* Characteristics of Communication
* Principles of Effective Communication

UNIT- TWO
Forms of Communication

* Forms of Communication: Verbal and Non-verbal
* Oral Communication: Advantages and Disadvantages (Limitations)
* Written Communication: Advantages and Disadvantages (Limitations)
* Difference between Oral and Written Communication
* Non-verbal Communication: Advantages and Disadvantages (Limitations)
* Types of Non-verbal Communication:
  (i) Body Language
  (ii) Sign Language
  (iii) Paralanguage
  (iv) Time and Space Language

UNIT- THREE
Application, Resume/CV & Interview

* Guidelines for drafting the effective Job Application
* Techniques for writing the effective Resume/CV
* Drafting of Job Application
* Drafting of Resume/CV
* Tips for facing Interview
UNIT- FOUR
Precis Writing & Vocabulary

* Precis Writing
* Vocabulary: Frequently Confused Pairs of Words (List is attached)

#List of Frequently Confused Pairs of Words

1. Aboard/Abroad 26. Fare/Fair
2. Accept/Except 27. Foreword/Forward
3. Access/Excess 28. Heal/Heel
5. Advice/Advise 30. Industrial/Industrious
7. Allusion/Illusion 32. Lessen/Lesson
8. Appraise/Apprise 33. Marry/Merry
9. Bail/Bale 34. Minor/Miner
10. Beside/Besides 35. Minute/Minutes
12. Carton/Cartoon 37. Pail/Pale
13. Caste/Cast 38. Piece/Peace
15. Cite/Site 40. Role/Roll
16. Coast/Cost 41. Sever/Severe
17. Complement/Compliment 42. Slay/Sleigh
18. Defer/Differ 43. Sole/Soul
19. Descent/Dissent 44. Stationary/Stationery
22. Dual/Duel 47. Teem/Team
23. Elicit/Ilicit 48. Vacation/Vocation
24. Eligible/Illegible 49. Way/Weigh
25. Facilitate/Felicitate 50. Weather/Whether

Note: The format of the question for this topic is as under:
[1] Match the following words:
[2] Fill in the blanks:
[3] Select the appropriate word from the given options:
(For MCQs)
For example:
(1) Vacation: _________________
   (A) Religion
   (B) Holidays
   (C) Height
   (D) Fight
(2) Fair: _________________
   (A) Bus
   (B) Hire
   (C) Just
   (D) Foul
**Recommended Reading:**

03. Business Communication – Asha Kaul – Prentice-Hall, New Delhi
09. A Handbook of Commercial Correspondence – A. Ashley – OUP, New Delhi
Structure of Question Paper with Allocation of Marks

SEMESTER-I

COMMERCIAL COMMUNICATION-I

(Revised w.e.f. Academic Year 2012-2013)

Q-1 (A) General Question from Unit-1 (07)
(OR)
General Question from Unit-1 (07)

(B) General Question from Unit-1 (07)
(OR)
General Question from Unit-1 (07)

Q-2 A) General Question from Unit-2 (07)
(OR)
General Question from Unit-2 (07)

(B) General Question from Unit-2 (07)
(OR)
General Question from Unit-2 (07)

Q-3 General Question from Unit-3 (14)
(OR)
General Question from Unit-3 (14)

Q-4 (A) Precis Writing (From Unit-4) (07)

(B) Do as directed: (From Vocabulary of Unit-4) (07)
[1] Match the following words: (Four Items)

[2] Fill in the blanks: (Three Blanks)

Q-5 MCQ/Objective Questions (From Unit-1 to 4) (14)