UNIT- ONE
Essentials of Business Letter Writing

1. Physical Appearance
2. Structure (Layout) of a Business Letter: Regular and Occasional parts
3. Seven Cs of Business Letter Writing

UNIT- TWO
Business Letter Writing

1. Routine inquiry
2. Inquiry for seasonal goods
3. Inquiry for better terms and conditions
4. Reply to an inquiry
5. Firm offer
6. Voluntary offer

UNIT – THREE
Business Letter Writing

1. Placing an order
2. Cancellation of an order (Reason: Delay in execution of order)
3. Acknowledgement of order
4. Execution of an order
5. Asking for an extension of time limit to execute the order
6. Offering substitute goods for ordered item
UNIT- FOUR
(A) E-mail Writing

*Understanding the Basics and Form of an E-mail (No Theory based questions will be asked. Only Objective Type questions and MCQs can be asked in Q-5.)*

* Writing Complaints and their Adjustments on the following situations through E-mail:
  1. Late delivery of goods
  2. Damaged goods
  3. Shortage in quantity of goods
  4. Rude behaviour of a salesperson

(B) Vocabulary

Words Commonly Used in Business Communication: (*List is attached)

- *List of Words Commonly Used in Business Communication*

8. Breach of Contract  25. Freight  42. Reimburse
10. Bullion  27. Lease  44. Royalty
12. Collateral  29. Lockout  46. Surplus
13. Commission  30. Margin  47. Syndicate
15. Creditor  32. Monopoly  49. Volume of business
17. Default  34. Negotiable

Note: The format of the question for this topic is as under:

[1] Match the following words:

[2] Explain the following words in simple English:
Recommended Reading:

03. Business Communication – Asha Kaul – Prentice-Hall, New Delhi
09. A Handbook of Commercial Correspondence – A. Ashley – OUP, New Delhi
Gujarat University
B. Com. Programme

Structure of Question Paper with Allocation of Marks

SEMESTER-II

COMMERCIAL COMMUNICATION-II

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

Q-1. (A) Write a short note on any ONE: (out of Two) - (Unit –I) (07)

(B) Do as directed: (Objective questions having one mark for each item- Unit-I) (07)

Q-2. Business Letter Writing (Unit-II) (14)

(OR)
Business Letter Writing (Unit-II)

Q-3. Business Letter Writing: (Unit-III) (14)

(OR)
Business Letter Writing: (Unit-III)

Q-4. (A) E-mail Writing: Complaint (Unit-IV) (07)

(OR)
E-mail Writing: Adjustment (Unit-IV)

(B) Do as directed: (From Vocabulary of Unit-IV) (07)

[1] Match the following words: (Four Items)

[2] Explain the following words in simple English: (Three Items)

Q- 5. Do as directed: (From Unit-I to IV) (14)

(A) Choose the correct option: (Four MCQs)

(B) State whether the following statements are TRUE or FALSE: (Five sentences)

(C) Match the following: (Five items)