UNIT- ONE

Text: Vignettes of Life: An Anthology of Selected Short Stories
(Chapters - 8 to 11)
Edited and Annotated by: T. PADMA
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UNIT- TWO

Advanced Communication

(A) Barriers to Communication:

[1] Physical Barriers:
   (i) Noise
   (ii) Time and Distance
   (iii) Defects in the Medium

[2] Semantic Barriers
   (i) Misinterpretation of Words
   (ii) Technical Language
   (iii) Idioms and Phrases

[3] Personal Barriers
   (i) Status Block
   (ii) State of Mind and Health
   (iii) Group Identification
   (iv) Poor Communication Skills

(B) Networks of Communication in the Organization:

[1] Upward Communication:
   (i) Meaning
   (ii) Objectives
   (iii) Advantages
   (iv) Limitations
   (v) Suggestions for Improvement

[2] Downward Communication:
   (i) Meaning
   (ii) Objectives
   (iii) Advantages
   (iv) Limitations
   (v) Suggestions for Improvement

[3] Horizontal Communication:
   (i) Meaning
   (ii) Objectives
   (iii) Advantages
   (iv) Limitations
   (v) Suggestions for Improvement
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 agent
5. Reprimand for a decline in sales
6. Explanation for a decline in sales
7. Surrendering the agency willingly
8. Termination of an agency

UNIT- FOUR
(A) Circulars to the Dealers:
1. Opening a new branch of the company
2. Informing change of address
3. Announcing an increase in prices
4. Announcing a seasonal discount
5. Intimating the dismissal of an employee
6. Intimating the change of Marketing Executive

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

Note: The format of the question for this unit is as under:
(1) Match the following:
(2) Give meanings of the following:
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-IV
COMMERCIAL COMMUNICATION - IV
(With Effect from Academic Year 2012-2013)

Q-1. Write brief answers of any SEVEN of the following: (out of nine) (UNIT-I) (14)

Q-2. Write short notes on any TWO of the following: (out of three) (UNIT-I) (14)

Q-3. General Question from Barriers to Communication (UNIT-II) (14)
    (OR)
    General Question from Networks of Communication in the Organization (UNIT-II)

Q-4. Agent’s Letter to the Principal (Unit-III) (14)
    (OR)
    Principal’s Letter to an Agent (Unit-III)

Q-5. (A) Drafting of circular (UNIT-IV) (07)
    (OR)
    Drafting of circular (UNIT-IV)

    (B) Do as directed : (From Vocabulary of Unit-IV only) (07)
    (1) Match the following: (Four items)
    (2) Give meanings of the following: (Three items)