

**Gujarat University  
B. Com. Programme**

**SEMESTER-IV**

**COMMERCIAL COMMUNICATION-IV  
(With Effect from Academic Year 2012-2013)**

**UNIT- ONE**

**Text: Vignettes of Life: An Anthology of Selected Short Stories  
(Chapters - 8 to 11)**

Edited and Annotated by: T. PADMA

Published by: Macmillan India Ltd.

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

01. Business Communication – Urmila Rai & S. M. Rai – Himalaya Publishing House, Mumbai
02. Business Communication – Homai Pradhan & N. S. Pradhan – Himalaya Publishing House, Mumbai
03. Business Communication – Asha Kaul – Prentice-Hall, New Delhi
04. Essentials of Business Communication – Rajendra Pal & J. S. Korlahalli – Sultan Chand & Sons, New Delhi
05. Effective Business Communication – Dr. S. K. Agrawal & Dr. P. K. Singh – Himanshu Publications, New Delhi
06. Business Correspondence and Report Writing – R. C. Sharma & Krishna Mohan – Tata McGraw Hill, New Delhi
07. Business Communication (Principles, Methods and Techniques) – Nirmal Singh – Deep & Deep Publications, New Delhi
08. Effective Business Communication - Murphy G. A., Hildebrandt W. H., Thomas J. P., Tata McGraw Hill, New Delhi
09. A Handbook of Commercial Correspondence – A. Ashley – OUP, New Delhi
10. Word Power Made Easy – Norman Lewis - Goyal Saab, New Delhi
11. Communicative Competence in Business English – Robinson, Netrakanti & Shintre – Orient Longman, Hyderabad
12. Oxford Dictionary of Phrasal Verbs – A. P. Cowie & R. Mackin, OUP, New Delhi
13. A Guide to Business Correspondence and Communication Skills – A.N. Kapoor – Sultan Chand & Sons, New Delhi
14. Business Communication Today – Bovee & Thill – Prentice-Hall, New Delhi
15. Guide to Report Writing (Guide to Business Communication Series) – Netzley & Snow –Prentice-Hall, New Delhi

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**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)