GUJARAT UNIVERSITY

F.Y.B.Com.

COMMERCIAL COMMUNICATION : I

(Effective from June : 2003)

The objective of this course is to help the students to be familiar with and to understand simple narration in English on business situations and to help them learn progressively skills of drafting routine, non-legal business letters, to summarize writings on commercial subjects as well as to develop skills of reasoning in relation to common topics of discussion or dealt in simple English.

1. Understanding the Basics

3.01 Understand the letter as an effective means of communications.
3.02 Understand different parts (regular and occasional) of the layout of a business letter.
3.03 Recognize correct and incorrect details from those given in 1.02.
3.04 Show familiarity with different types of letter format.
3.05 Show familiarity with factors effecting the appearance of a business letter (Stationary, Typing, Margins, Spacing, Folding and Envelope).
3.06 Qualities of an effective business letter (Correctness, conciseness, clarity, courtesy, coordination (i.e., logical linking of ideas) and approximate language (i.e., Business Jargon versus present practice).

N.B.--Only objective questions to be asked about the basics, Short note not to be asked.

2.00 Drafting of letters

2.01 Inquiries–Quotations
2.02 Replies to inquiries–Voluntary and firm offers
2.03 Orders; Replies to orders cancellation of orders
2.04 Complaints and replies to such letters including adjustments
2.05 Applications for positions

3.00 Developing a theme

Develop a theme for or against a given proposition of a general nature (in not more than 150 words), which is within the range of students’ experience (The proposition will be selected from a general context).

4.00 Summarise a given passage in English (of About 200 to 350 words) on a topic of economic or commercial interest.

5.00 Vocabulary testing

Vocabulary testing of around 65 pairs of words of ten confused and misused.

(The list of words prescribed is given below ).

N.B.--(1) These will be no question of Theory related to 2.00

(2) In selecting a passage under 3.02 the vocabulary level of students–at First B.Com. will be taken into consideration.

(3) In the assignment of marks a latitude of 3% is permitted.

List of words for C.C. : I.

(1) Aboard Abroad (34) Deprecate Depreciate
(2) Abstain Rejoin (35) Descent Dissent
(3) Accept Except (36) Drat Draught
(4) Access Excess (37) Economical Economical
(5) Adapt Adopt (38) Eligible Illigible
(6) Addition Edition (39) Emigrant Immigrant
(7) Affect Effect (40) Extant Extent
(8) Alternate Alternative (41) Facilitate Facilitate
(9) Amiable Amicable (42) Fare Fair
(10) Appraise Apprise (43) Foreword Forward
(11) Ascent Assent (44) Hoard Horde
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(12) Avoid Evade (45) Industrial Industrious
(13) Bail Bale (46) Intermediary Intermediate
(14) Berth Birth (47) Irrecoverable Irrevocable
(15) Beside Besides (48) Judicial Judicious
(16) Boast Boost (49) Loose Lose
(17) Bought Brought (50) Minute Minutes
(18) Carton Cartoon (51) Official Officious
(19) Check Cheque (52) Personal Personnel
(20) Cite Sita (53) Precede Proceed
(21) Commitment Commission (54) Premise Premises
(22) Complement Compliment (55) Principal Principle
(23) Confidant Confident (56) Respectable Respective
(24) Continual Continuous (57) Role Roll
(25) Credible Creditable (58) Sever Severe
(26) Coast Cost (59) Sole Soul
(27) Curb Cerb (60) Successful Successive
(28) Damage Damages (61) Suit Suite
(29) Dear Deer (62) Vary Very
(30) Defer Differ (63) Vacation Vocation
(31) Deficit Deficiency (64) Ware Wear