

Gujarat University
Ahmedabad
S.Y.B.COM
Curriculum for commercial communication II
with Effect from June 2007

Segment One
Text

Wuthering Heights (Abridged & Simplified)
Macmillan's Stories to remember (Senior Series)

by – Emily Bronte

Segment Two
Communication

1. Barriers to Effective Communication
 - a. Physical Barriers
 - i. Noise
 - ii. Time and Distance
 - b. Semantic Barriers
 - i. Interpretation of Words
 - ii. Technical Jargon
 - iii. Idioms and Phrases
 - c. Psycho-Sociological Barriers
 - i. Status Block
 - ii. Closed Mind
 - iii. Emotions
 - iv. Group Identification
 - v. Poor Communication Skills
 - vi. State of Health
 - d. Cultural Barriers
2. Corporate Communication
 - a. Patterns of Communication
 - i. Upward Communication
 - Objectives/Importance
 - Advantages
 - Limitations
 - Improvement
 - ii. Downward Communication
 - Objectives
 - Advantages
 - Limitations
 - Improvement
 - iii. Diagonal Communication
 - iv. Grapevine Concept

Segment Three

1. Bank Correspondance
 - a. Stop payment of cheque
 - b. Errors in Pass book/ bank statement, claculation of interest
 - c. Delay in collection of Cheque
 - d. Wrongful dishonour of cheque
 - e. Transfer of account from one branch to another branch
 - f. Asking for cash credit, overdraft and loan
 - g. Opening a Demat Account
 - h. Non credit of Shares in the Demat Account
 - i. Errors in the Demat statement
 - j. Application for a new debit card (ATM cards)/ new PIN
 - k. Intimating the loss of your devit card (ATM cards)
2. Agency Correspondance
 - a. Application for agency
 - b. Offering agency terms
 - c. Appointment of agents
 - d. Negotiation for better terms and conditions at initial or renewal stage
 - e. Appreciation of Agent's performance
 - f. Reprimanding an agent's unsatisfactory performance/untimely payment
 - g. Agent's explanation for unsatisfactory performance/untimely payments.
 - h. Surrendering an Agency
 - i. Terminating an Agency
3. Secretarial Correspondence
 - a. Non-allotment of shares
 - b. Reply to the above letter by the Company secretary
 - c. Non-receipt of refund order
 - d. Non-receipt of devidend warrant
 - e. Request for revalidation of dividend warrant
 - f. Sharaholder's concern about declining profits of the company
 - g. Reply to the above letter by the Company secretary
 - h. Transfer of Demat shares to a nominee
4. Agenda and Minutes of Meeting (Note: No Theory based questions will be asked. Only drafting of Agenda and Minutes will be asked.)
 - a. Introduction to the procedure of meeting
 - b. Important terms related to meetings e.g. Agenda, Quorum, Resolutions, Consensus, Notice, Minutes, etc.
 - c. Format and drafting of Agenda
 - d. Format and Drafting of Minutes
5. Comprehension Based on a commercial topic.
6. Vocalubary (Foreign Words)

List of Foreign words

1. ab initio
2. a compte
3. ad hoc
4. a dato
5. ad interim
6. ad infinitum
7. alibi
8. apriori
9. a posteriori
10. a propos
11. ad quantum
12. ad referendum
13. bonafide
14. cadre
15. consensus
16. caveat emptor
17. debris
18. de facto
19. de jure
20. embargo
21. en bloc
22. en masse
23. entrepreneur
24. ex gratia
25. ex officio
26. ex parte
27. fait accompli
28. gratis
29. impasse
30. inter alia
31. in camera
32. inter se
33. in toto
34. intra vires
35. ipso facto
36. lacuna
37. laissez-faire or laissez faire
38. locus standi
39. malafide
40. mandamus
41. modus operandi
42. par excellence
43. pari passu
44. per annum
45. per capita
46. per centum
47. per contra

- 48.per diem
- 49.per procurationem
- 50.per se
- 51.prima facie
- 52.pro forma
- 53.pro rata
- 54.quod vide
- 55.rentes
- 56.resume
- 57.sine die
- 58.sine qua non
- 59.status quo
- 60.sub iudice
- 61.ultimo
- 62.proximo
- 63.untra vires
- 64.versus
- 65.vide

Format of University Question Paper with the allocation of Marks

With Effect From June 2007

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| 1. | Long Question (Text) | 8 |
| 2. | Short Notes (Any Two out of Three) (Text) | 4+4=8 |
| 3. | Short Notes on Barriers to Effective Communication and Corporate Communication (Any Two out of Three) (Segment Two) | 4+4=8 |
| 4. | Letters of Bank Correspondance (Any One out of Two) (Segment Three) | 8 |
| 5. | Letters of Agency Correspondence (Any One out of Two) (Segment Three) | 8 |
| 6. | Letters of Secretarial Correspondence (Any One out of Two) (Segment Three) | 8 |
| 7. | Drafting of Agenda and Minutes of Meetings (Any One out of Two) (Segment Three) | 8 |
| 8. | Comprehension (Commercial Topic) | 8 |
| 9. | Vocalubary (Foreign Words) | |