

**T.Y.B.COM**  
Curriculum for  
Commercial Communication III  
with Effect from June 2008

**Segment One**

Text  
Naga-Mandala

**Segment Two**

1. Report Writing
    - a. Press Reports
      - i. Reports on Natural Calamities
      - ii. Reports on Accidents
      - iii. Reports on Speeches related to topics of academic and commercial interests
    - b. Business Reports
      - i. Individual Reports
      - ii. Committee Reports
  3. Questionnaire
    - a. Launching of a new product
    - b. Review of an existing product
    - c. Socio economic analysis
    - d. Questionnaire regarding habits
    - e. Questionnaire regarding academic and educational survey
- OR
2. Essays
  3. Import Export Correspondence
    - a. Inquiry sent to an overseas manufacturer
    - b. Reply to the above letter
    - c. Inquiry from a prospective importer from abroad to an Indian manufacturer
    - d. Reply to the above letter
    - e. Letter requesting to the bank to open an irrevocable letter of credit
    - f. The importers intimation to an exporter of the opening of an irrevocable credit in his favour
    - g. The exporter's intimation regarding the shipment
  4. Correspondence with Insurance Companies
    - a. Letter soliciting information about various policies
    - b. buying a policy
    - c. A letter requesting information for loan against an existing policy
    - d. A letter to the company asking for full benefits due to the death of the policy holder by the kin
    - e. A letter claiming medical re-imburement on the policy
    - f. Surrendering of a policy
  5. Stock Market Reports (Comprehension)

T.Y.B.Com

Structure of Question Paper with Allocation of Marks

1.	Long Question (Text)	10
2.	Short Notes (Any Two) (Text)	5+5=10
3.	Press Reports (Any One out of Two)	8
4.	Business Report (Any One out of Two)	8
5.	Questionnaire (Any One out of Two)  OR  Essay (Any One out of Two)	8
6.	Letter of Import Export Correspondance (Any One out of Two)	8
7.	Letter of Insurance Correspondance (Any One out of Two)	8
8.	Stock Exchange Report (Comprehension)	