

GUJARAT UNIVERSITY
Syllabus for B. Com. (Honours)
Based on National Education Policy-2020
Semester – II (Minor)

DSC-M-CC-123: Commercial Communication - II
(With Effect from Academic Year 2025-2026)

Andragogy: Classroom Lectures, Online Lectures, Group Discussions, Role-Plays, Skill-based Practical Exercises, etc.

Learning Objectives: This syllabus is designed:

- To equip students with the analytical skills to examine how Indian short stories depict various aspects of society, by exploring characterization and narrative techniques
- To identify and apply the essential components and the basics of a standard business letter and to develop effective communication skills for obtaining employment.
- To help students to recognize and distinguish common homophone pairs, so they can understand them accurately and use each word in context.

Learning Outcomes: On successful completion of the syllabus, the students will be able to:

- Examine portraits of Indian life through short stories by analyzing key literary elements such as setting, character, theme and narrative voice- to uncover cultural, social and moral insights of the Indian society.
 - Understand the fundamentals of business letter writing and develop professional communication competence aimed at securing desired employment.
 - Use homophones correctly in context, choosing the appropriate word based on its meaning and spelling to enrich their vocabulary and refine writing accuracy.
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Unit - I

Voices of India

1. When Telegrams Were Bad – *Sudha Murty*
2. The Editor – *Rabindranath Tagore*
3. The Secret of a Culture – *Munshi Premchand*
4. The Thief's Story – *Ruskin Bond*

Unit - II

Business Letter Essentials

1. Importance of Business Letter:

- (a) Formal Communication
- (b) Record-Keeping and Evidence
- (c) Legal Validity
- (d) Secrecy and Confidentiality
- (e) Relationship and Image Building
- (f) Market Creation and Promotion
- (g) Time-Saving and Cost-Effective

2. Physical Appearance of a Business Letter:

- (a) Paper
- (b) Letterhead
- (c) Margin
- (d) Typing
- (e) Layout
- (f) Folding
- (g) Envelope

3. Letter Format Styles:

- (a) Full Block
- (b) Modified Block
- (c) Semi-Block
- (d) Hanging-Indent
- (e) Open Format
- (f) Simplified Style

4. Regular Parts of a Business Letter:

- (a) Heading
- (b) Date
- (c) Inside Address
- (d) Salutation
- (e) Body of the Letter
- (f) Complimentary Close
- (g) Signature

5. Occasional (Optional) Parts of a Business Letter:

- (a) Reference Line
- (b) Attention Line
- (c) Subject Line
- (d) Enclosure
- (e) Copy Notation (Cc)
- (f) Blind Copy Notation (Bcc)
- (g) Mailing Notation

6. Seven Cs of Effective Business Letter Writing:

- (a) Completeness
- (b) Conciseness
- (c) Consideration
- (d) Clarity
- (e) Concreteness
- (f) Courtesy
- (g) Correctness

Unit - III

Communication for Employment

1. Guidelines for an Effective Job Application:

- (a) Tailoring and Relevance
- (b) Compelling Opening
- (c) Professional Tone and Formatting
- (d) Highlighting Relevant Skills and Experiences
- (e) Concise and Concrete
- (f) Completing Forms and Online Applications
- (g) Careful Proofreading

2. Techniques for an Effective Resume/CV:

- (a) Structure and Format
- (b) Clarifying Objectives
- (c) Customization and Targeting
- (d) Content and Language
- (e) Quantifying Achievements
- (f) Highlighting Soft and Digital Skills
- (g) Why me?

3. Tips for Facing an Interview:

- (a) Research the Company and Role
- (b) Prepare Interview Questions
- (c) Practice through Mock Interviews
- (d) Dress with Professional Attire and Demeanor
- (e) Listen actively and Respond Accordingly
- (f) Communicate Clearly and Confidently
- (g) Display Positive Body Language and Eye Contact

4. Essential Tips for Online Job Application:

- (a) Follow Instructions Precisely
- (b) Keep Ready the Soft Copies of Documents
- (c) Complete all Entries Carefully
- (d) Highlight Skills and Achievements
- (e) Upload the Documents Properly
- (f) Review the Application
- (g) Ensure Successful Submission

5. Drafting a Sample Job Application

6. Drafting a Sample Resume/CV

Unit - IV

Vocabulary

Homophones - II

1. Alter / Altar
2. Apprise / Apprize
3. Bark / Barque
4. Bite / Byte
5. Bridal / Bridle
6. Bail / Bale
7. Canvas / Canvass
8. Cellar / Seller
9. Cent / Scent
10. Cereal / Serial
11. Cheap / Cheep
12. Desert / Dessert
13. Draft / Draught
14. Die / Dye
15. Elicit / Illicit
16. Faze / Phase
17. Flour / Flower
18. Gate / Gait
19. Gilt / Guilt
20. Handsome / Hansom
21. Heroin / Heroine
22. Hoard / Horde
23. Idle / Idol
24. Knead / Need
25. Key / Quay
26. Lam / Lamb
27. Loose / Lose
28. Leak / Leek
29. Mall / Maul
30. Medal / Meddle
31. Morning / Mourning
32. Maize / Maze
33. None / Nun
34. Ode / Owed
35. Pole / Poll
36. Pigeon / Pidgin
37. Plum / Plumb
38. Retch / Wretch
39. Reign / Rein
40. Suite / Sweet
41. Steal / Steel
42. Storey / Story
43. Soar / Sore
44. Some / Sum
45. Tire / Tyre
46. Tear / Tier
47. Verse / Worse
48. Weather / Whether
49. Ware / Wear
50. Way / Weigh

Modes of Evaluation

01. Continuous and Comprehensive Evaluation (CCE) – (50 Marks)

(A) Attendance: 10 Marks

(B) Assignment: 10 Marks

(C) Mid-Term Evaluation: 30 Marks

After completion of the syllabus, the faculty member will conduct mid-term evaluation. The concerned faculty member will decide the mode of mid-term evaluation from the following:

❖ **MCQ Based Examination (Online/Offline)**

(30 MCQs of one mark each, Time Duration: 25 Minutes)

(OR)

❖ **Any one from the following:**

- | | |
|--|--|
| <ul style="list-style-type: none">• Open Book Exam• Practical Exam• Essay/Article Writing• Quizzes (On/Offline)• Objective Test• Class Assignment• Research/Dissertation | <ul style="list-style-type: none">• Case Studies• Report Writing• Interviews• Poster Presentation• Seminar• Paper Presentation• Viva Voce/Oral |
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(OR)

❖ **Descriptive Examination (Time Duration: 1 Hour)**

Note: Structure of the Question Paper for Descriptive Examination (Time Duration: 1 Hour, Marks: 30)

Q – 1. Answer any five questions in brief: (out of seven) 10

(OR)

**Write a short note on any ONE of the following: (out of three)
(From Unit-I)**

Q – 2. Briefly discuss any ONE of the following: (out of three) 10

- (A) General Question
 - (B) General Question
 - (C) General Question
- (From Unit-II & III)**

Q – 3. (A) Re-write the sentences using correct options: 05

(Five blanks out of eight from **Unit-IV**)

(B) Match the following: (Five items from Unit-IV) 05

02. Semester End Evaluation (SEE) – (50 Marks)

Course Credits & Delivery Methods

- **Total Teaching Hours:** 60 Hours
- **Unit Breakdown:** 15 teaching hours per unit
- **Medium:** English
- **Note:** The paper *Commercial Communication* is a part of the English subject in commerce colleges; therefore, English will be the medium of teaching, learning and exam-related work etc. for all mediums.
- **Credit Distribution (Per Week):**
 - **Course Category:** Minor
 - **Course Credits for Teaching:** 4 Credits (1 Credit = 1 hour of Lecture)
- **Teaching Method Options:** Faculty members will select one of the following options to fulfil the 4-credit teaching requirement:
 - **Option 1:**
 - Classroom Teaching: 4 credits
 - **Option 2:**
 - Classroom Teaching: 2 credits
 - Online Teaching: 2 credits
 - **Option 3:**
 - Classroom Teaching: 1 credit
 - Online Teaching: 3 credits
- **Instructions for Online Teaching:**
 1. A faculty member will deliver any two units through online mode.
 2. The choice of online platform is at the faculty's discretion. It is recommended to select a user-friendly and accessible platform for both students and teachers.
 3. Online sessions should be scheduled before/after regular college hours to encourage students to develop both offline and online learning habits.
 4. Provide **e-study materials** to students in multiple formats, including short videos, PDFs, slides, PowerPoint files and audio, to accommodate diverse learning preferences.
 5. Encourage students to make use of quality external resources, such as SWAYAM MOOC courses or other Open Educational Resources (OERs) recommended by the UGC or Gujarat University as supplementary study materials.

➤ **Passing Marks Explained:**

Modes of Evaluation	Maximum Marks	Minimum Passing Marks
CCE	50	18
SEE	50	18

➤ **Recommended Reading:**

- Sudha Murty – *When Telegrams Were Bad*. Available in *Ferns: An Anthology of Prose and Poetry* (Orient BlackSwan)
- Rabindranath Tagore – *The Editor*. Available in the collection *Broken Ties and Other Stories* as an eBook
- Munshi Premchand – *The Secret of a Culture*. Available in the collection *The Secret of a Culture and Other Stories* and in the compilation of *Immortal Stories* (Edited by Ruskin Bond) as an e-book
- Ruskin Bond – *The Thief's Story*. Available in *Golden Leaves: A Textbook for College Students* (Macmillan)

- Rajendra Pal & J. S. Korlahalli – *Essentials of Business Communication* (Sultan Chand & Sons, New Delhi)
- S. M. Rai & Urmila Rai – *Effective Communication Skills* (Himalaya Publishing House, Mumbai)
- R. C. Sharma & Krishna Mohan – *Business Correspondence and Report Writing* (McGraw Hill Education, New Delhi)
- Kapil Bhattacharyya – *Communication Theory: The Indian Perspective* (Bloomsbury Publishing India, New Delhi)
- Upendra Vajpeyi (editor) – *Communication Through the Ages: An Indian Perspective* (Exotic India Art, Delhi)

➤ **Recommended E-Content:**

- English GUETA Website
- English GUETA App
- English GUETA YouTube Channel
- SWAYAM (India's National MOOC Platform)

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Paper Style for Semester End Evaluation (SEE)

B. Com., Semester – II (Minor)

**DSC-M-CC-123: Commercial Communication - II
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Time: 2 Hours

Marks: 50

Q – 1. Answer any five questions in brief: (out of seven) 10

(OR)

Write a short note on any ONE of the following: (out of three)

(From Unit-I)

Q –2. Briefly discuss any ONE of the following: (out of three) 10

(A) General Question

(B) General Question

(C) General Question

(From Unit-II)

Q –3. Briefly discuss any ONE of the following: (out of three) 10

(A) General Question

(B) General Question

(C) General Question

(From Unit-III)

Q –4. (A) Re-write the sentences using correct options: 05

(Five blanks out of eight)

(B) Match the following: (Five items) 05

(From Unit-IV)

Q – 5. Choose the correct options: (Any Five MCQs out of eight) 10

(MCQs from Unit-I)

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Model Question Paper for Semester End Evaluation (SEE)

B. Com., Semester – II (Minor)

**DSC-M-CC-123: Commercial Communication - II
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Time: 2 Hours

Marks: 50

Q – 1. Answer any five questions in brief: 10

1. Why did Sudha become angry after reading the job advertisement?
2. What happened when Sudha Murthy received a telegram?
3. How did the editor's dedication to his work affect his relationship with his daughter?
4. How did the editor's perspective change throughout the story?
5. According to Munshi Premchand, what was the 'secret' of culture?
6. What did Damri do to challenge Rai Sahib?
7. Why was it difficult for Hari Singh to rob Anil?

(OR)

Write a short note on any ONE of the following:

1. The Author's Friendship with Lata
2. The Neglected Daughter
3. The Title of the Story *The Thief's Story*

Q –2. Briefly discuss any ONE of the following: 10

- (A) Importance of Business Letter
- (B) Letter Format Styles
- (C) Regular Parts of a Business Letter

Q –3. Briefly discuss any ONE of the following: 10

- (A) Tips for Facing an Interview
- (B) Techniques for an Effective Resume/CV
- (C) Drafting a Sample Job Application

Q-4 (A) Re-write the sentences using correct options: (Any five)

05

1. The tree's _____ was rough and thick. (bark / barque)
2. He didn't look _____ in that suit. (handsome / hansom)
3. The shepherd tended to the newborn _____. (lam / lamb)
4. Queen Ahilyabai Holkar's _____ lasted over 28 years. (reign / rein)
5. A single _____ rolled down her cheek when she heard it. (tier / tear)
6. They planted a _____ at the campsite. (pole / poll)
7. Arnav told a _____ about his childhood. (storey / story)
8. She found a new _____ to solve the problem. (way / weigh)

(B) Match the following:

05

A	B
Alter	Strong metal
Canvas	Large group of people or animals
Horde	Complex network of paths
Maze	Type of strong cloth
Steel	Change or modify

Q – 3. Choose the correct options: (Any five)

10

1. When the narrator received the telegram, her colleagues: _____
 - (a) Advised her not to take leave
 - (b) Advised her to apply for leave
 - (c) Believed that the telegram was real and helped her
 - (d) Thought she was lying

2. What did telegram often bring in the good old days?
 - (a) News of big events in cities
 - (b) Bad news
 - (c) News of small towns
 - (d) Education

3. What is the central theme of the story *The Editor*?
 - (a) The corrupting influence of power
 - (b) The importance of balancing personal and public life
 - (c) The conflict between tradition and modernity
 - (d) The power of nature to heal and inspire

4. What does the Editor's obsession with his public role lead to?
 - (a) Success in his professional life
 - (b) Neglect of his personal life
 - (c) Increased respect from his peers
 - (d) Spiritual enlightenment

5. In the story *The Secret of a Culture*, who is Rai Sahib?
 - (a) A wealthy landowner and oppressor
 - (b) A poor servant who is mistreated
 - (c) A wise and respected elder
 - (d) A cunning businessman

6. What does Rai Sahib's behavior reveal about his concept of culture?
 - (a) True culture is about respecting all people
 - (b) True culture is about wealth and power
 - (c) True culture is about honesty and integrity
 - (d) True culture is about being well-educated

7. What was Anil doing when the boy met him?
 - (a) cooking vegetables for lunch
 - (b) watching a wrestling match
 - (c) playing cricket with friends
 - (d) writing an article for the magazine

8. How often did Hari Singh change his name?
 - (a) every day
 - (b) every week
 - (c) every month
 - (d) every year
