

GANDHINAGAR CHARITABLE TRUST SAMARPAN ARTS AND COMMERCE COLLEGE



SECTOR-28, GANDHINAGAR



Achieving... Excellence... Together...

Department of Commerce Samarpan Arts and Commerce College, Gandhinagar.

Warmly Welcomes you all
At the Onset of the
New Academic Year (2020 – 2021).

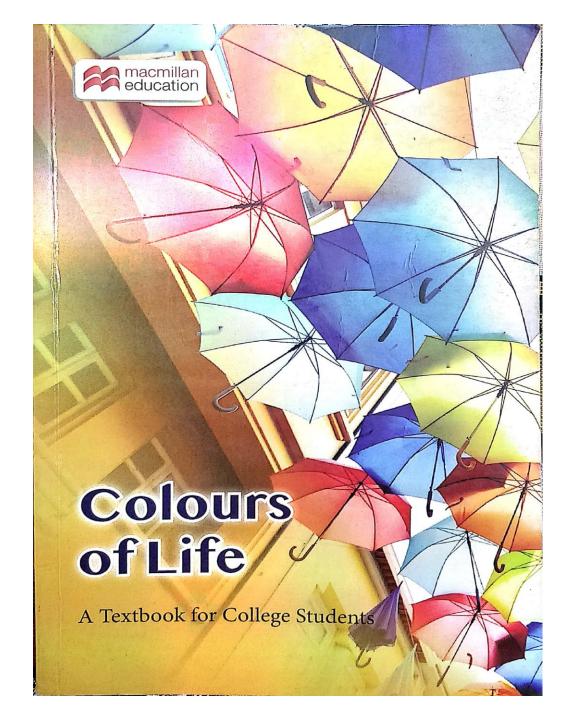
Gujarat University
B. Com. Programme
SEMESTER-III
COMMERCIAL COMMUNICATION-III
(With Effect from Academic Year 2018-2019)

UNIT- ONE

Text

Colours of Life – (Section One)

Published by: Macmillan



UNIT-TWO

Soft Skills for Effective Communication

- 1. Business ethics and etiquettes
- 2. Netiquettes
- 3. Leadership qualities
- 4. Presentation skills
- 5. Time management
- 6. Negotiation skills

UNIT-THREE

Bank Correspondence

- 1. Stop payment of a cheque
- 2. Error in pass-book / Bank Statement
- 3. Wrongful dishonour of a cheque
- 4. Complaint about rude behaviour of a bank employee
- 5. Requesting bank's support for social welfare
- 6. Intimating the loss of a Debit Card / ATM
- Card / Credit Card
- 7. Transfer of a Bank Account

UNIT- FOUR

Vocabulary: One-word substitutes (*List of One-word Substitutes)

- 1. Amicable
- 2. Anonymous
- 3. Autobiography
- 4. Bakery
- 5. Biography

- 6. Contagious
- 7. Contemporary
- 8. Dialysis
- 9. Ecology
- 10. Edible

- 11. Emigrant
- 12. Equanimous
- 13. Eternal
- 14. Extempore
- 15. Fable
- 16. Fatalist
- 17. Flexible
- 18. Glutton
- 19. Gullible
- 20. Honorarium

- 21. Hydrography
- 22. Illegal
- 23. Illegible
- 24. Illiterate
- 25. Immigrant
- 26. Impossible
- 27. Inaudible
- 28. Incredible
- 29. Inevitable
- 30. Invincible

- 31. Irritable
- 32. Maiden
- 33. Manuscript
- 34. Martyr
- 35. Meteorologist
- 36. Netiquette
- 37. Notorious
- 38. Obsolete
- 39. Octogenarian
- 40. Optimist

- 41. Ornithology
- 42. Pessimist
- 43. Pseudonym
- 44. Smuggling
- 45. Teenager
- 46. Teetotaller
- 47. Timid
- 48. Unanimous
- 49. Vegetarian
- 50. Volunteer

Structure of the Question Paper SEMESTER-III COMMERCIAL COMMUNICATION-III

Text: Colours of Life – (Section One)

Q-1. (A) Answer any **THREE** questions in brief: (out of five) 9

(B) Write a short note on any **ONE**: (out of three) 8

[From Unit – 1: Colours of Life – (Section One)]

Q-2. Write short notes on any TWO of the following: (out of three) 17

(From Unit 2: Soft Skills for Effective Communication)

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Q-3. Bank Letter 17 (OR)
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Bank Letter

(From Unit – 3: Bank Correspondence)

- Q-4. Do as directed: 19
- (A) Match the following: (Six items)
- (From Vocabulary of Unit 4-B)
- (B) Give meaning of the following: (Three items)
- (From Vocabulary of Unit 4-B)
- (C) Choose the appropriate option:
- (Five MCQs with three options from Unit-1)
- (D) State whether the following statements are TRUE or
- FALSE: (Five sentences from Unit -1)

All the Best

For

A

Happy

Collaborative Communication &

Novel Online Learning Experience.

THANKS & LOT.