



GANDHINAGAR CHARITABLE TRUST
SAMARPAN ARTS AND COMMERCE COLLEGE
SECTOR-28, GANDHINAGAR



SILVER JUBILEE



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



macmillan
education

Colours of Life

A Textbook for College Students

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 | 6. Contagious |
| 2. Anonymous | 7. Contemporary |
| 3. Autobiography | 8. Dialysis |
| 4. Bakery | 9. Ecology |
| 5. Biography | 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. Teetotaler
- 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)

Q-3. Bank Letter 17

(OR)

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 A LOT.