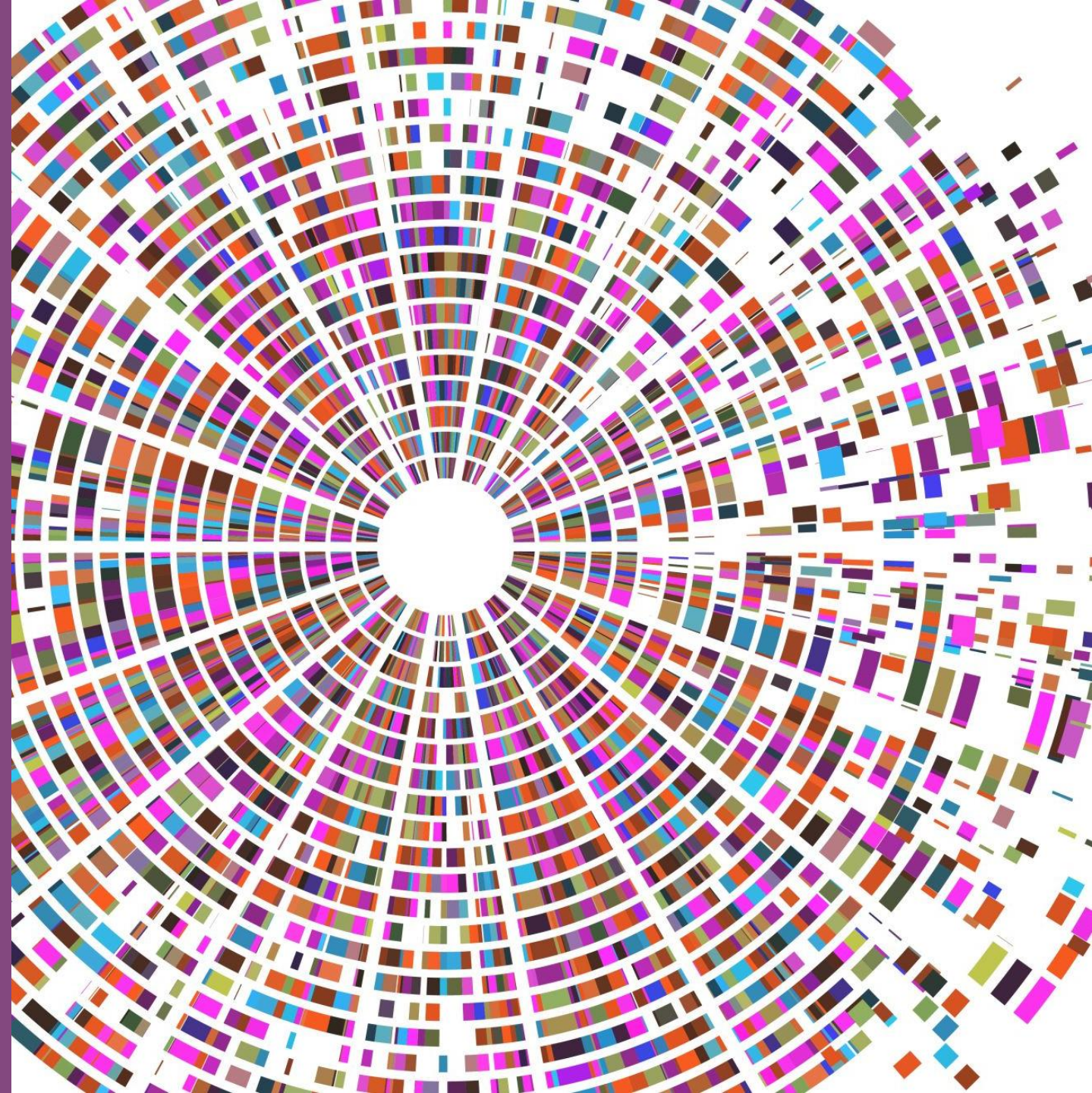
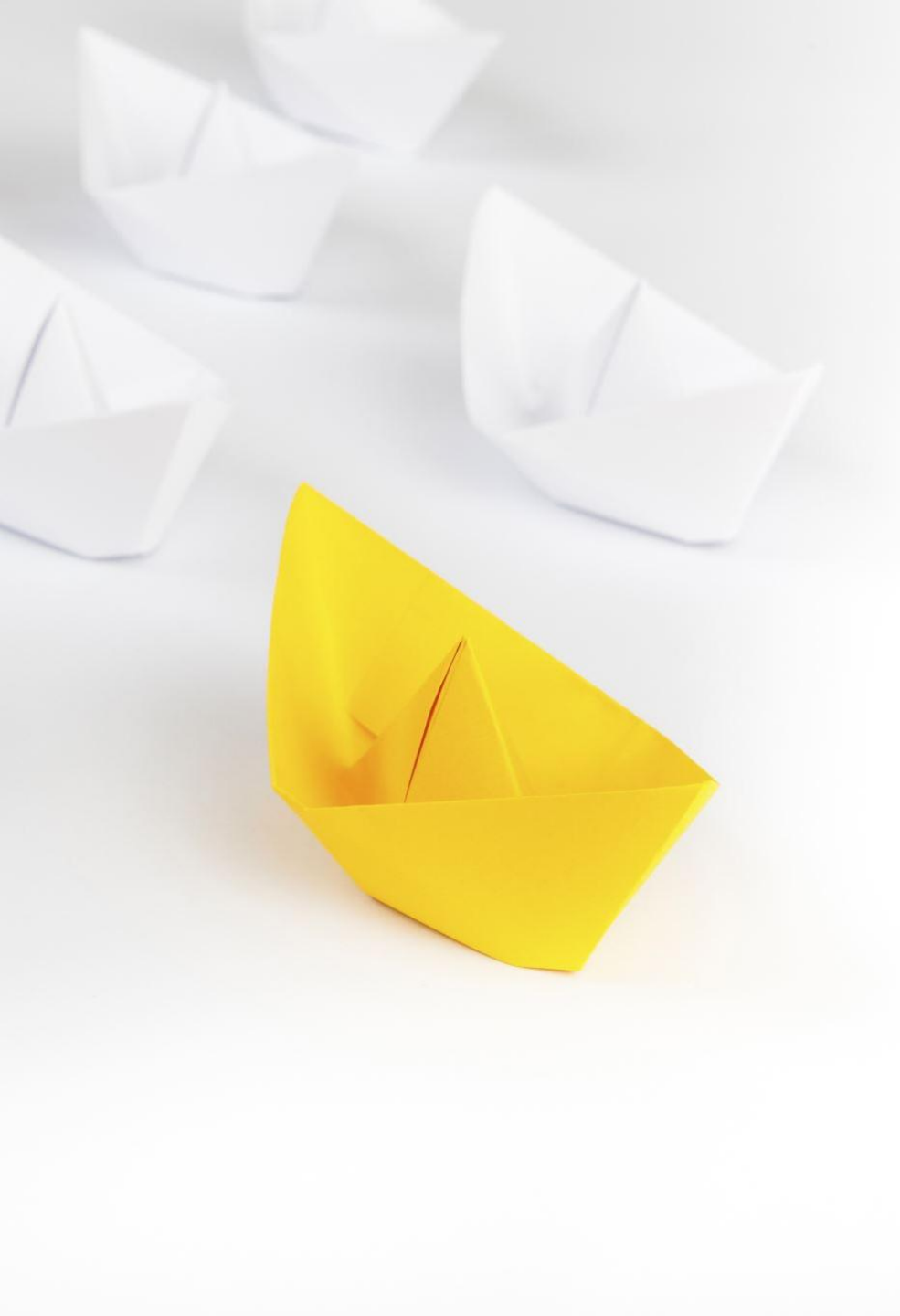


A WARM  
WELCOME  
TO  
**B. COM. SEM -4**  
**STUDENTS**



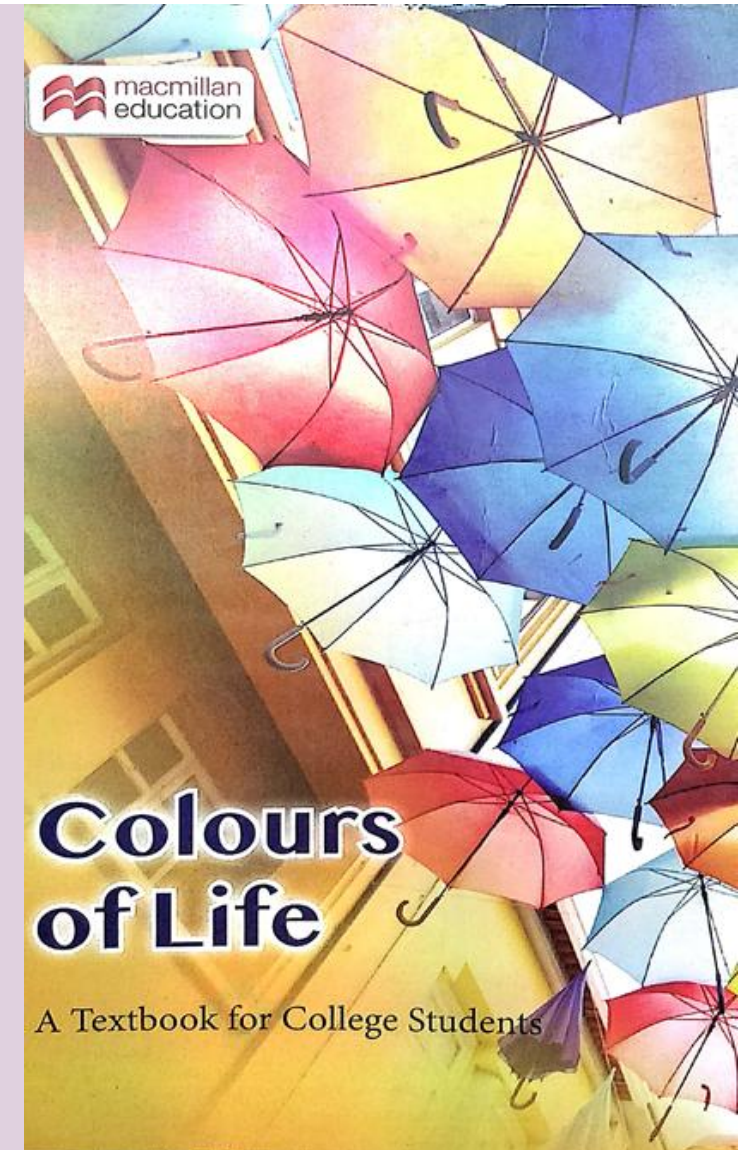


# SYLLABUS AND PAPER STYLE

*Commercial  
Communication - IV*

# UNIT - 1

- Section - 2 of the Textbook *Colours of Life*
  - *Three Questions*
  - *Laxmibai – The Brave Rani of Jhansi*
  - *Speech of Subhas Chandra Bose*
  - *Playing the Game*
  - *Sweets for Angels*



UNIT - 2  
CORPORATE  
SOCIAL  
RESPONSIBILITY  
LETTERS  
(WRITTEN BY AN  
INDIVIDUAL)



Letter to an MNC to set up a Children Park



Letter to a Private Company requesting for donation to set up a Library for poor students



Letter to a Private University to sponsor the seminar for awareness of RTI Act



Letter to a Corporate Bank requesting to arrange a program for the awareness of Digital banking



Letter to a Corporate Hospital to organize a free medical check-up camp



## UNIT- 3

# AGENCY CORRESPONDENCE

1. Application for an agency
2. Offering terms and conditions of an agency
3. Negotiation for better terms and conditions at initial stage
4. Appointment of an agent
5. Reprimand for a decline in sales
6. Explanation for a decline in sales
7. Surrendering the agency
8. Termination of an agency

## UNIT- 4

(A) COLLECTION LETTERS  
(NO QUESTION WILL BE  
ASKED)

(B) VOCABULARY: IDIOMS  
AND PHRASAL VERBS  
(LIST OF 50 IDIOMS AND  
PHRASAL VERBS WILL BE  
SHARED AFTERWARDS)





THANK YOU