

Gujarat University

B. Com. Programme

Structure of the Question Paper

SEMESTER-I

COMMERCIAL COMMUNICATION-I

(With Effect from October, 2018)

Q-1. Long Question (OR) Long Question	17
(From Unit-1: Fundamentals of Communication)	
Q-2. Short notes on any TWO : (Out of Four) (From Unit-2: Forms of Communication)	17
Q-3. Long Question (OR) Long Question	17
(From Unit-3: Application, Resume/CV & Interview)	
Q-4. Do as directed:	19
(A) Re-write the sentences using correct options: (Six Blanks from Vocabulary of Unit-4)	
(B) Match the following: (Five items from Vocabulary of Unit-4)	
(C) State whether the following statements are TRUE or FALSE: (Four sentences from Units-1 & 2)	
(D) Choose the correct option: (Four MCQs from Units-1 & 2)	

NOTES: (1) The time duration for the exam is 2.30 hours.
(2) No question will be asked from Unit – 4: Precis Writing

Gujarat University
B. Com. Programme
Structure of the Question Paper
SEMESTER-II
COMMERCIAL COMMUNICATION-II
(With Effect from October, 2018)

Q-1. (A) Short note on any ONE : (out of Two)	10
(B) Do as directed: (Objective type questions having one mark for each item)	7
(From Unit-1: Essentials of Business Letter Writing)	
Q-2. Business Letter Writing (OR) Business Letter Writing	17
(From Unit-2: Business Letter Writing)	
Q-3. Business Letter Writing: (OR) Business Letter Writing:	17
(From Unit-3: Business Letter Writing)	
Q-4. (A) E-mail Writing: Complaint [From Unit- 4 (A)] (OR) E-mail Writing: Adjustment [From Unit- 4 (A)]	9
(B) Match the following words: [Six items from Vocabulary of Unit- 4 (B)]	6
(C) Choose the correct option: [Four MCQs from Units 1 & 4 (A) only]	4

NOTE: (1) The time duration for the exam is 2.30 hours.

Gujarat University
B. Com. Programme

Structure of the Question Paper
SEMESTER-III

COMMERCIAL COMMUNICATION-III

Text: *Vignettes of Life* – (Chapters: 1 to 6)
(With Effect from October, 2018)

- 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: *Vignettes of Life* – (Chapters: 1 to 6)]
- Q-2. Bank Letter 17
(OR)
Bank Letter
(From Unit–2: Bank Correspondence)
- Q-3. Shareholder’s Letter to the Company Secretary 17
(OR)
Company Secretary’s Reply to the shareholder
(From Unit–3: Secretarial Correspondence)
- Q-4. (A) Comprehension from Unit – 4 10
(Five questions carrying Two Marks for each item)
- (B) Match the following: (Six items) 6
(From Vocabulary of Unit – 4)
- (C) Give meaning of the following: (Three items) 3
(From Vocabulary of Unit – 4)

NOTE: (1) The time duration for the exam is 2.30 hours.

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B. Com. Programme

Structure of the Question Paper

SEMESTER-IV

COMMERCIAL COMMUNICATION – IV

**Text: *Vignettes of Life* – (Chapters: 8 to 11)
(With Effect from October, 2018)**

- 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: *Vignettes of Life* – (Chapters: 8 to 11)]
- Q-2. Long Question from Barriers to Communication 17
(OR)
Long Question from Networks of Communication in the Organization
(From Unit – 2: Advanced Communication)
- Q-3. Agent's Letter to the Principal 17
(OR)
Principal's Letter to an Agent
(From Unit-3: Agency Correspondence)
- Q-4. (A) Drafting of circular [Unit- 4(A)] 10
(OR)
Drafting of circular [Unit- 4(A)]
- (B) Match the following: (Six Items) 6
[Three Idioms and three Phrasal Verbs from of Unit – 4 (B)]
- (C) Give meanings of the following idioms: (Three idioms) 3
[From Vocabulary (**1 to 25 only**) of Unit – 4 (B)]

NOTE: (1) The time duration for the exam is 2.30 hours.

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**Structure of the Question Paper
SEMESTER - V**

COMMERCIAL COMMUNICATION - V

Text: *Gems of Wisdom* - (Part One)

(With Effect from October, 2018)

- 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 – I: *Gems of Wisdom* - (Part One)]
- Q-2. Write a simple questionnaire on any **ONE**: (out of three) 17
(1) One from Unit – II - 1
(2) One from Unit – II - 2
(3) One from Unit – II - 3
- Q-3. A Letter from Unit -III (Insurance Correspondence) 17
(OR)
A Letter from Unit -III (Insurance Correspondence)
- Q-4. Do as directed: 19
(A) Match the following: (Six Items)
(From Vocabulary of **Unit – 4-B**)
(B) Give meanings 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**)

NOTES: (1) The time duration for the exam is 2.30 hours.

(2) No question will be asked from Unit – 4: (A) Cloze Test

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Structure of the Question Paper**

**SEMESTER - VI
COMMERCIAL COMMUNICATION - VI
Text: *Gems of Wisdom* - (Part Two)
(With Effect from October, 2018)**

- 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: *Gems of Wisdom* - (Part Two)]
- Q-2. Write a press report on any **ONE**: (out of three) 17
(1) One on accident (As per Unit – II (B) - 1)
(2) One on natural calamity (As per Unit – II (B) - 2)
(3) One on current event (As per Unit – II (B) - 3)
- Q-3. Individual Report (From Unit -III -A) 17
(OR)
Committee Report (From Unit -III- B)
- Q-4. (A) Read the following market report carefully and answer the questions
that follow it: (From Unit - 4 –A) 8
(N.B.: Only **FOUR questions will be asked from the list of Technical
Questions with each question carrying **TWO** marks.)**
- (B) Match the following: (Six items) 6
(From Vocabulary (**1 to 35 only**) of Unit-4-B)
- (C) Choose the appropriate options: 5
(Five MCQs with three options from Unit-1)

NOTE: (1) The time duration exam is 2.30 hours.
