

Gujarat University

B. Com. Programme

Structure of the Question Paper

SEMESTER-I

COMMERCIAL COMMUNICATION-I

(With Effect from October, 2018)

- Q-1. Essay Type Question 17
(OR)
Essay Type Question
- (From Unit-1: Understanding Communication)**
- Q-2. Short notes on any **TWO**: (Out of Four) 17
(From Unit-2: E-Communication)
- Q-3. Essay Type Question 17
(OR)
Essay Type Question
(From Unit-3: Communication for Employment)
- Q-4. Do as directed: 19
- (A) Re-write the sentences using correct options:
(Six Blanks from **Vocabulary of Unit-4-B**)
- (B) Match the following:
(Five items from **Vocabulary of Unit-4-B**)
- (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- (A) Precis Writing

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Structure of the Question Paper
SEMESTER-II
COMMERCIAL COMMUNICATION-II
(With Effect from October, 2018)

Q-1. Essay Type Question (OR) Essay Type Question (From Unit–1: Forms of Communication)	17
Q-2. (A) Short note on any ONE : (out of Two)	10
(B) Do as directed: (Objective type questions carrying one mark for each item) (From Unit–2: Basics of Business Letter Writing)	7
Q-3. Drafting of Business Letter (OR) Drafting of Business Letter (From Unit–3: Business Letters)	17
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 & 2)	4

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

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Structure of the Question Paper
SEMESTER-III

COMMERCIAL COMMUNICATION-III

Text: *Colours of Life* – (Section 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 – 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**)

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

(2) No question will be asked from Unit – 4: (A) Comprehension
based on a commercial topic

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Structure of the Question Paper
SEMESTER-IV

COMMERCIAL COMMUNICATION – IV

Text: *Colours of Life* – (Section Two)
(With Effect from April, 2019)

- 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 Two)]**
- Q-2. Letter Writing 17
(OR)
Letter Writing
(From Unit – 2: Corporate Social Responsibility Letters)
- Q-3. Agent’s Letter to the Principal 17
(OR)
Principal’s Letter to an Agent
(From Unit-3: Agency Correspondence)
- Q-4. Do as directed: 19
(A) Match the following: (Six Items)
(Three Idioms and three Phrasal Verbs from of Unit - 4 – B)
(B) Give meanings of the following idioms: (Three idioms)
[From Vocabulary (**1 to 25 only**) 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): Collection Letters

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Structure of the Question Paper
SEMESTER - V
COMMERCIAL COMMUNICATION - V
Text: *Petals of Life* – (Section One)

(With Effect from October, 2019)

- 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: *Petals of Life* – (Section One)]
- Q-2. Write a press report on any **ONE**: (out of three) 17
- (1) One on accident (From Unit – 2 (B) - 1)
- (2) One on natural calamity (From Unit – 2 (B) - 2)
- (3) One on current event (From Unit – 2 (B) - 3)
- Q-3. A Letter from Unit -3(Insurance Correspondence) 17
(OR)
A Letter from Unit-3 (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: *Petals of Life* – (Section Two)

(With Effect from April, 2020)

- 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: *Petals of Life* – (Section Two)]
- Q-2. Letter from Unit-2 (Import Export Correspondence) 17
(OR)
Letter from Unit-2 (Import Export Correspondence)
- Q-3. Individual Report (From Unit -3 -A) 17
(OR)
Committee Report (From Unit -3- 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 option: 5
(Five MCQs with three options from Unit-1)

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