

## PAPER-1 Business Communication: I

Unit	Topics Covered under unit	Wt.
I	<b>Grammar:</b> Tense, Voice and Modals <b>Vocabulary:</b> Phrasal Verbs, Synonyms, Antonyms, Idioms, Commercial Terms (Business jargons).	25%
II	<b>communication Theory :</b> Process of Communication Characteristics of Business Communication Importance of Business Communication	25%
III	<b>Business Communications :</b> a. Format and Layouts of business letters b. Letter writings for followings; Enquiries and Replies, Placing of orders, Execution of orders, denying of orders/ offers.	25%
IV	<b>Practical Examination:</b> - Listening Comprehension ( 25%) - Group discussion and individual speaking (25%) - Listening (25%) - Journal Writing ( Review of at least one short story/Biography of business leaders and two articles form the leading business news papers). (25%)	25%

### Reference Books:

1. Business Communication by M.K. Sehgal, Excel Books, New Delhi
2. Practice English Grammar By A. J. Thomson & A. V. Matrinet
3. Modern Business Letters By L. Gartside (ELBS)
4. Principles and Practice of Business Communication By Phoda A. Doctor & Aspi H. Doctor. (A. R. Shetha & Co. Bombay)
5. Business Communication By U. S. Rai & M. S. Rai, (Himalaya Publishing House, Bombay)
6. Business Communication- By R. K. Madhukar, (Vikas Publishing House Pvt. Ltd., Noida)