

Business Communication

B.Com (Annual) Part-II Paper-VII Maximum Marks: 100 (Pass Marks: 40) Duration of Examination: 3 hrs

Topic	Source
Introduction to Business Communication and Four Skills (Essentials to Comprehend Market language (TERMS))	Book 3 Book 6
Planning Steps for Better Communication. Process of Communication. Kinds Of Communication. Principles of Communication.(7C's)	Book 5
Writing Skill:	Ch 1, Book 1
Personal And Business Letters Basic Invitation, Regrets, Routines, Inquiry, Order letter, Acknowledge, Complaint, Adjustment, Refusal to adjustment credit and collection Letter.	Part 3 Book 2
Reading Skill: Kinds of Reading, Process of Reading Purposes of Reading.	Ch 6, Book 3
Speaking Skill (Oral Presentation) Speech and its Purpose, Planning steps, Strategies For Presentation	Ch 15, Book 3
Listening Skill: Purposes of Listening, Kinds of Listening. Listening Problems.	Ch 14, Book 5
Business Reports: Types and contents	Ch 19. Book 4
Job Search Communication	Ch 15, Book 3
Interviewing for Job	Ch 25, Book 4

Recommended Text:

1. Brannan, B., (2003), A Writer Workshop: Crafting paragraph, building essays, New York, McGraw Hill
2. Bovee, C.L.et .al, (2002), Business Communication Today, India, Pearson Education
3. Munter, Mary. Business Communication. Strategy And Skills
4. Dwyer, Judith, The Business Communication Hand Book.
5. Murphy, Hurta Business Communication.

Suggested Readings

6. Ata Ur Rehman, Business, Communication & Report Writing.
7. Wong, (2002), Paragraph Essentials: A writing guide, Boston, Houghton Mifflin
8. Maimom, E.P.&Peritz, J.H,(2003), A writer's Resource: A handbook for writing and research, NY, McGraw Hill
9. Kennedy, X.J., Kennedy, M.D.& Holladay, S.A, (1999), The Bedford Guide for College Writer, Bedford, St.Martin's
10. Burton, S.H., (2000), Mastering ParcticalWriting,NBF