

B.Com. III
Semester V
C.C. English (Non-English Medium) Paper V
Computer Code 520501
4 credits

Objectives : By the end of this semester, the student will:

1. Learn to write letters of credit and collection.
2. Learn to write sales letters and draft representation letters.
3. Be able to summarize main ideas.
4. Become familiar with the tools of electronic communication.
5. Continue to develop critical and analytical thinking based on the study of fiction.

Unit	Topic	Weightage %	Lectures
1.	a. Writing Letters of Credit b. Writing Letters of Collection.	25	15
2.	a. Writing sales letters b. Electronic Communication: <ul style="list-style-type: none">• E-mail• Internet• Fax• Video-conference	25	15
3.	a. Drafting Representation letters. b. Summarizing	25	15
4.	Sudha Murthy's Wise and otherwise – stories 16-22	25	15

Prescribed Text: Sudha Murthy, Wise and Otherwise, East West Books.

Recommended Books

1. Business Communication – Urmila Rai and S.M. Rai, Tenth Edition, 2008. Himalaya Publishing House.
2. Communication for Business. Shirley Taylor, Longman Pearson Education, 2004.
3. Principles and Practice of Business Communication, Aspi Doctor and Rhoda Doctor, Sheth Publishers.
4. Chetana English Grammar and Composition. A.A. Menon, Chetana Publication, 2008.

SEMESTER III : PATTERN OF EVALUATION

Internal Assessment : 25 marks

Individual or team writing of e-mails or sending faxes. The student will be given a few situation based on which at least two e-mails or faxes should be generated. The teacher can also consider a role-play on a simulated video-conference as an option.

External Assessment : 75 marks

- 1. Question No. 1 is compulsory. It will carry 15 marks.
- 2. Any 3 out of question 2, 3, 4 and 5 carrying 20 marks each for all students.
- 3. Question No. 6 carrying 25 marks will be attempted ONLY BY external students and repeaters.

Details:

Question 1 – Compulsory – (15 marks)

Questions will be from the text Wise and Otherwise – any one out of two.

Optional Questions:

Question 2 – 20 marks

Short notes – any two out of three. Questions will be from Wise and Otherwise.

Care should be taken to see that there are no major overlaps between questions 1 and 2.

Question 3 – (Total 20 marks)

Letter of Credit – 1 out of 2 (10 marks)

Collection letter – 1 out of 2 (10 marks)

Question 4

Representation letter – 10 marks – no option.

Summary – one passage (unseen) – 10 marks.

Question 5 – (Total – 20 marks)

Sales letter – one out of two – 10 marks

Theory question on electronic communication – 10 marks – no option

Question 6 – 25 marks (for external students and repeaters only)

A) Situation based e-mails – two out of three – 10 marks

B) Credit or Collection or Representation or Sales letter – one out of two - 15