

## Veer Narmad South Gujarat University

F.Y.B.B.A. Semester-II

Effective from November 2011

### Communication skills-II

**Objectives:**

1. To familiarize students with basic knowledge of English language and its use in daily life and at work place.
2. Unit 1 will help in developing the basic grammar and its working in written texts. It will develop skills for comprehending simple texts and prepares them to handle difficult prose writings later on.
3. Unit 2 will focus on different situations where English is used. It will help the students to develop basic vocabulary and sentence structure to speak in English.
4. Unit 3 is designed to equip students to write different kinds of formal letters with simple vocabulary.

Unit	Topic	Wheightage
1	<p><b>Conversational English</b></p> <p>Situations in daily life:</p> <ol style="list-style-type: none"> <li>1. conversation with a shopkeeper</li> <li>2. conversation in a saloon</li> <li>3. conversation in a family</li> <li>4. conversation among friends</li> <li>5. giving an opinion or compliment</li> <li>6. asking for directions from a stranger</li> <li>7. conversations at a party</li> <li>8. discussion with a travel agent</li> <li>9. conversation in a canteen</li> <li>10. asking permission for a leave</li> <li>11. making inquiry at the railway station</li> <li>12. checking-in and checking-out of a hotel</li> <li>13. talking about the weather</li> <li>14. talking about the Time</li> </ol> <p><b><u>Reference Books:</u></b></p> <ol style="list-style-type: none"> <li>1. Adrian Doff and Christopher Jones. <i>Language in Use</i>. New Delhi: Cambridge University Press, 2006.</li> <li>2. James T. Peechatt. <i>Essential English Grammar and Composition</i>. New Delhi: Holyfaith, 2003.</li> <li>3. Michael McCarthy &amp; Felicity. <i>English Vocabulary in Use: Upper-Intermediate level</i>. Cambridge University Press.</li> </ol>	40%
2	<p><b>Letter Writing:</b> Programming for different kind of formal letter writing.</p> <ol style="list-style-type: none"> <li>1. Application Letters for seeking leave in schools, college, offices</li> </ol>	20%

4	2. Request Letters 3. Good will Letters 4. Sales Letter 5. Inquiry Letter 6. Quotation Letter	20%
	7. Order Letter 8. Execution Letter 9. Complaint & Grievances Letter 10. Adjustment Letter 11. Drafting Notices, Circulars 12. Memos	20%
	Theoretical Objective Questions from Letter Writing	

**Reference Books:**

1. Rajendra Pal and J.S. Korlahalli. *Essentials of Business Communication*. New Delhi: Sultan Chand & Sons, 2004.
2. Asha Kaul. *Effective Business Communication*. New Delhi: Prentice-Hall of India, 2001.