

**Gujarat University
B. Com. Programme**

SEMESTER - V

**COMMERCIAL COMMUNICATION - V
(With Effect from Academic Year 2019-2020)**

UNIT - ONE

Text

Petals of Life – (Section One)

Published by: Oxford University Press

UNIT – TWO

Press Reports

(A) Introduction to Mass Media

1. Introduction to Media: Print and Electronic
2. A brief review of the evolution of Indian Press
3. Press as a Fourth Estate: Its role and impact on society
4. Major News Agencies in India
5. Definition of News and News values
6. Structure of a Press Report
7. Features of a Press Report

N.B.: No Theory based questions will be asked from the above mentioned points. They are only for understanding of the Topic. They should be discussed in brief before the actual drafting of Press Reports.

(B) Drafting of Press Reports

1. Accidents:

- (i) A Serious Road Mishap (A Collision of Two Vehicles only)
- (ii) A Train Disaster (A Collision of Two Trains only)
- (iii) A Plane Crash
- (iv) A Boat Tragedy

2. Natural Calamities:

- (ii) An Earthquake
- (iii) A Tsunami
- (iv) A Devastating Flood
- (v) A Cyclonic Storm

3. Current Events:

(An Event that has greater news value and concerns larger sections of society)

UNIT – THREE
Insurance Correspondence
(Letters written to Insurance Companies only)

1. Soliciting information about a Life Insurance Policy
2. Inquiring about a Medical Insurance Policy
3. Asking for a loan against an existing Life Insurance Policy
4. Claiming full benefits due to death of the policy holder by the nominee
5. Claiming medical re-imburement on the policy
6. Intimating the change of nomination
7. Asking for the surrender value of a life insurance policy

UNIT - FOUR
Cloze Test and Vocabulary
(A) Cloze Test

(Intermediate Level with Multiple Choices)

N. B.: The passage should be of about 200 words aiming at testing the students' intermediate level proficiency in language. The students are expected to write the answers only instead of reproducing the whole passage in the examination. A Specimen for Cloze Test is given herewith.

(B)Vocabulary: Foreign Words in Common Use

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|----------------------------------|------------------------|---------------------|
| 1. Ad hoc (L) | 17. Ex-officio (L) | 34. Per contra (L) |
| 2. Ad interim (L) | 18. Ex-parte (L) | 35. Per diem (L) |
| 3. Alibi (L) | 19. Fait accompli (F) | 36. Prima facie (L) |
| 4. Bona fide (L) | 20. Front à front (F) | 37. Pro forma (L) |
| 5. Caveat emptor (L) | 21. Id est (i.e.) (L) | 38. Pro rata (L) |
| 6. Consensus (L) | 22. In camera (L) | 39. Proximo (L) |
| 7. Corrigendum (L) | 23. In toto (L) | 40. Senor (Sp) |
| 8. De facto (L) | 24. Intra vires (L) | 41. Seniorita (Sp) |
| 9. De jure (L) | 25. Ipso facto (L) | 42. Sine die (L) |
| 10. Debris (F) | 26. Lacuna (L) | 43. Status quo (L) |
| 11. Emeritus (L) | 27. Locus standi (L) | 44. Sub- judice (L) |
| 12. En masse (F) | 28. Mala fide (F) | 45. Ultimo (L) |
| 13. En route (F) | 29. Modus operandi (L) | 46. Ultra vires (L) |
| 14. Eureka (Gk) | 30. Nota bene (L) | 47. Via media (L) |
| 15. Exempli gratia
(e.g.) (L) | 31. Per annum (L) | 48. Vice (L) |
| 16. Ex-gratia (L) | 32. Per capita (L) | 49. Vice versa (L) |
| | 33. Per centum (L) | 50. Viva voce (L) |

(L= Latin, F=French, Gk =Greek, Sp= Spanish)