

## **B.COM. PART-II**

### **PAPER – I: BUSINESS COMMUNICATION**

#### **1. COMMUNICATION**

Definition, Process/Factors, Importance, Non-verbal Communication, Planning steps, Business Writing Principles, Formal and Informal languages.

#### **2. ORGANIZATIONAL PLANS**

#### **3. OPENING AND CLOSING**

#### **4. LEGAL ASPECTS OF BUSINESS COMMUNICATION**

#### **5. BUSINESS LETTERS**

Formats of Business letters

Kinds: Inquiry (product, Status, Candidate); Replies to Inquiries; Order letter, Refusal to and cancellation of an order, Claim and Adjustment (Positive and Negative); Job Letter; Sales Letter; Sales Promotion Letter; Credit Application and Collection Letters.

#### **6. INTER-OFFICE MEMOS**

#### **7. ADVERTISEMENTS**

Job advertisement, Sales Discount Advertisement

#### **8. BUSINESS REPORT**

Definition, Classification, functions, importance, preparation steps; Preparation of:

- 1) Memorandum Report, and (2) Letter Report

#### **9. MARKET REPORT**

Commodity and Capital Markets, Market Terms, Reproduction of Technical Reports in non-technical language.

## **10. NON-WRITTEN COMMUNICATION**

A) Speaking: i. Similarities and differences of oral and written communication, ii) Steps for oral presentation, iii) Delivery techniques.

B) Listening: I) Definition, Difference between hearing and listening; ii) Reasons for poor listening; iii) Responsibilities of a good listener.

C) Leading and Participating: I) Definition of Leadership, ii) Kinds of Leadership; iii) Planning Steps of Problem-solving Conference, iii) Responsibilities of a leader during Problem solving conference.

D) Interviewing: i) Definition, ii) Responsibilities of interviewer and interviewee, iii) Interview evaluation

### **Recommended Books**

1. Herta A. Murphy, **Effective Business Communication**, 7<sup>th</sup> Ed. (Mc-Graw Hill Inc.),  
Herbert W. Hildebrandt,  
Jene P. Thomas
2. Court Land L. Bovee, **Executive in Business Communication**, 4<sup>th</sup> Ed. Mc-Graw Hill Inc. 1999  
Jhon V. Thill
3. Shirley Taylor **Model Business Letters and other Business Documents**, 5<sup>th</sup> Ed.
4. Muhammad Amin **Business Communication**. K.Be Book Bank. Karachi, Khalid 2004 (latest Edition)

5. W.A.Razzaqui

**Business Communication**  
Academic Commerce  
Publications