

**Elective Course II – Semester II - Business Communication**

**Unit I**

Common Errors to be Avoided :

Pronouns, Adjectives, Verbs, Adverbs, Prepositions, Conjunctions, Participles (Chapter 5 Gartside)

Words and Expressions : Abstract & Concrete words, Exaggeration, Tautology, Chiche, Slang, Jargon, Commerciallese, Technical Terms. Simplicity, Brevity, Clarity, Coherence, Courtesy. (Chapters 6 and 7 Gartside).

**Unit II**

Form and Structure of Letters  
(Chapts : 13 & 14 Gartside)

**Unit III**

Tone, Approach. Planning – Organization- Form Letters and Circular letters.  
(Chap : 12 Gartside).

**Unit IV**

Kinds of Business Letter : Sales letter, Letter of Enquiries, Reply to Enquiry, Quotation Letter, Letter of Complaints, Recovery Letter, Goodwill Letter (Chapt. 15 Gartside).

**Unit V**

Business Report : Types of Report, structure of Reports, Checking the Report, Presentation, The Memorandum (Chapt. 18 Gartside)

Book : Gartside L. Modern Business Correspondence. Plymouth : Macdonald and Evans Limited © 1976.