

Subject Code : P8ENE3B

ELECTIVE COURSE – III - (b) ENGLISH FOR BUSINESS COMMUNICATION

UNIT-1

PRONOUNS,ADJECTIVES, VERBS, ADVERBS ,PREPOSITIONS
CONJUNCTIONS,PARTICIPLES----(-CHAPTER-5—GARTSIDE)

WORDS AND EXPRESSIONS:ABSTRACT AND CONCRETE
WORDS,EXAGGERATION,TAUTOLOGY,CLICHÉ,SLANG, JARGON ,
COMMERCIALS, TECHNICAL TERMS,SIMPLICITY, BREVITY,
CLARITY,COHERENCE,COURTESY—(CHAPTERS 6 and 7—GARTSIDE)

COMMON ERRORS TO BE AVOIDED

UNIT-2

FORM AND STRUCTURE OF LETTERS.—(CHAPTERS 13 and 14-GARTSIDE)

UNIT—3

TONE, APPROACH ,PLANNING, ORGANISATION,FORMS, LETTERS AND
CIRCULARS.

UNIT-4

KINDS OF BUSINESS LETTERS:SALES LETTER, LETTER OF ENQUIRY,REPLY TO ENQUIRY,
QUOTATION LETTER, LETTER OF COMPLAINT, RECOVERY LETTER,GOODWILL LETTER
(.CHAPTER 15 GARTSIDE)

UNIT-5

BUSINESS REPORT:TYPES OF REPORT, STRUCTURE OF REPORTS, CHECKING THE
REPORT PRESENTATION,THE MEMORANDUM(-CH---18-GARTSIDE)

BOOKS FOR REFERENCE :GARTSIDE. L. MODERN BUSINESS CORRESPONDENCE.
PLYMOUTH:MACDONALD and EVANSLMT..1976.