

B.Com. III
Semester V
C.C. English (Higher Level) Paper V
Computer Code 510501
4 credits

Objectives : By the end of this semester, the student should be able to:

1. Write sales letters and draft representations.
2. Prepare Questionnaires and conduct market surveys.
3. Critically respond to and write about gender related issues.

Unit	Topic	Weightage %	Lectures
1	Developing reading, analytical and linguistic skills and sensitizing the student to gender issues through the study of short stories. Stories 1, 3, 5, 8 and 9 from The Inner Courtyard.	50	30
2	Business Correspondence; Drafting Representations. Sales letters – theory and practice	25	15
3	Business Requirements: Market survey (theory) and preparing questionnaires.	25	15

Prescribed Text:

The Inner Courtyard – edited by Lakshmi Holmstrom, Rupa Publications, 2006

Recommended Books

1. Business Communication – Urmila Rai and S.M. Rai, Tenth Edition, 2008. Himalaya Publishing House.
2. Communication for Business – Shirley Taylor, Longman Pearson Education, 2004.
3. Principles and Practice of Business Communication – Aspi Doctor and Rhoda Doctor, Sheth Publishers.
4. Communication Skills – Lina Sen. Prentice Hall of India, New Delhi, 2008
5. Business Communication Today – Bovee, Thill, Schatzman: Pearson Education, Seventh Edition.

Reference Books for Survey and Questionnaire:

1. Theory and Practice in Social Research – Hans Raj. Surjeet Publications (1984). Chapter 14 on questionnaire and Chapter 21 on Survey.
2. Methodology and Technique of Social Research – T.S. Wilkinson and R.L. Bhandarkar, Himalaya Publication House (1981).
3. Research Methodology – R. Cauvery, Sudha Nayak, M. Girija and Minakshi S. Chand and Co., 2003. Chapter 11 and 13 for survey and questionnaire.
4. Research Methodology, Methods and Techniques, Vishwa Prakashan, 1991. Pages 141 – 150 – Survey: 14-129 – Questionnaire.
5. Research Methodology – Ram Ahuja. Rawal Publications, 2002. Survey pages – 46-47. Questionnaire – Chapter 5.
6. Methodology of Research in Social Sciences – O.R. Krishnaswamy, Himalaya Publication, 1993.

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SEMESTER V : PATTERN OF EVALUATION

Internal Assessment : 25 marks

Students are required to draft a questionnaire and conduct a market survey with at least ten respondents. They should analyse and write a brief report on the data collected.

External Assessment : 75 marks

1. Question No. 1 is compulsory. It will carry 15 marks.
2. Any 3 out of question 2, 3, 4 and 5 carrying 20 marks each for all students.
3. Question No. 6 carrying 25 marks will be attempted **ONLY BY** external students and repeaters.

Details:

Question 1 – Compulsory – 1 out of 2. A broad thematic question on stories taught from the Inner Courtyard (15 marks)

Optional Questions:

Question 2 – (Total 20 marks)

Short notes – 2 out of 3 – 10 marks each. Questions will be on individual short stories from the Inner Courtyard on plot, theme, and character. Please take care to see that questions 1 and 2 do not overlap.

Question 3

Draft a representation – 1 out of 2 – 20 marks

Question 4

Sales Letter – 1 out of 2 – one on product and one on service – 20 marks.

Question 5

Theory of Market Survey – short notes – 1 out of 2 – 10 marks

Prepare a questionnaire (minimum ten questions) 1 out of 2 – 10 marks.

Question 6 – 25 marks (for external students and repeaters only)

A) Theory of Sales – 10 marks – no option

B) Sales Letter – one out of two – 15 marks.