

**GUJARAT UNIVERSITY**  
**Syllabus for B. Com. Programme**  
**Based on National Education Policy-2020**

**SEMESTER – VI**  
**Ability Enhancement Courses**

**AEC-365: Fundamentals of Communication in English - II**  
**(With Effect from Academic Year 2025-2026)**

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**Andragogy:** Classroom Lectures, Group Discussions, Role-Plays, Skill-based Practical Exercises, etc.  
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**Learning Objectives:** This syllabus is designed:

- To understand the foundational aspects of communication by exploring the five senses involved and their role in effective interpersonal interactions.
- To understand how communication works as a two-way, dynamic and purposeful process by identifying and analyzing its key features and elements.
- To distinguish between commonly confused English words by learning their meanings, correct usage and contextual differences to improve clarity and accuracy in communication.

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**Learning Outcomes:** On successful completion of the syllabus, the students will be able to:

- Learn the communication skills with a clear understanding of the five senses and its role in it.
- Apply essential communication skills like clarity, audience awareness and feedback in practical contexts.
- Evaluate the broader significance of communication in personal, professional and cultural contexts.
- Construct grammatically correct sentences and effectively participate in discussions using the target vocabulary, demonstrating accurate word choice in both written and spoken communication.

# Unit -I

## Basics of Communication

### **1. Five Senses of Communication:**

- (a) Introduction
- (b) Sight (Visual)
- (c) Hearing (Auditory)
- (d) Touch (Tactile or Haptic)
- (e) Taste (Gustatory)
- (f) Smell (Olfactory)

### **2. Features of Communication:**

- (a) Meaning-Based
- (b) Purpose-Driven
- (c) Emotional and Factual
- (d) Two-Way Process
- (e) Feedback-Oriented
- (f) Cyclic Process
- (g) Dynamic Process

### **3. Importance of Communication:**

- (a) Building Strong Relationships
- (b) Avoiding Misunderstandings and Conflicts
- (c) Promoting Social and Cultural Understanding
- (d) Achieving Personal and Professional Success
- (e) Creating a Positive Work Environment
- (f) Enhancing Decision-Making
- (g) Enabling Effective Problem-Solving

### **4. Flow of Communication:**

- (a) Introduction
- (b) Importance of Communication Flow
- (c) Downward Flow
- (d) Upward Flow
- (e) Horizontal Flow
- (f) Diagonal Flow

### **5. Strategies of Effective Communication:**

- (a) Communicating with a Purpose
- (b) Analyzing the Audience
- (c) Selecting an Appropriate Medium
- (d) Using Simple and Precise Language
- (e) Using Appropriate Non-verbal Cues
- (f) Demonstrating Respectful and Professional Behaviour
- (g) Practicing Consistent Communication

## **6. Role of Feedback in Communication:**

- (a) Introduction
- (b) Meaning of Feedback
- (c) Importance of Feedback
- (d) Characteristics of Effective Feedback
- (e) Strategies for Improving Feedback
- (f) Outcomes of Feedback
- (g) Barriers to Effective Feedback

## **Unit-II**

### **Vocabulary**

### **Commonly Confused Words**

#### **List of words:**

- |  |  |
|--|--|
| 1. Adapt / Adopt / Adept                       | 18. Economic / Economics / Economical        |
| 2. Affect / Effect / Effective                 | 19. Electric / Electrical / Electronic       |
| 3. Allusion / Illusion / Delusion              | 20. Elicit / Illicit / Solicit               |
| 4. Apartment / Flat / Studio                   | 21. Emigrant / Immigrant / Migrant           |
| 5. Beach / Coast / Shore                       | 22. Famous / Notorious / Infamous            |
| 6. Bill / Invoice / Receipt                    | 23. Few / Little / Less                      |
| 7. Brunch / Dinner / Supper                    | 24. Fiance / Fiancée / Finance               |
| 8. Cancel / Postpone / Proceed                 | 25. Forest / Jungle / Woods                  |
| 9. Capital / Capitol / Capita                  | 26. Illegible / Eligible / Ineligible        |
| 10. City / Downtown / Town                     | 27. Imminent / Eminent / Prominent           |
| 11. Cloth / Clothes / Clothing                 | 28. Near / Beside / Besides                  |
| 12. Colonel / Kernel / Cornel                  | 29. Neglect / Ignore / Overlook              |
| 13. Compliment / Complement /<br>Complimentary | 30. On / Over / Above                        |
| 14. Confident / Confidant / Confidence         | 31. Persecute / Prosecute / Execute          |
| 15. Continual / Continuous / Constant          | 32. Prescribe / Describe / Subscribe         |
| 16. Critic / Critical / Critique               | 33. Respectful / Respectfully / Respectively |
| 17. Deny / Reject / Decline                    | 34. Some time / Sometime / Sometimes         |
|  | 35. Sympathy / Empathy / Apathy              |

## Modes of Evaluation

### 1. Continuous and Comprehensive Evaluation (CCE) - (25Marks)

(A) Attendance: 05 Marks

(B) Assignment: 05 Marks

### (C) Mid-Term Evaluation: 15 Marks

After completion of the syllabus, the faculty member will conduct mid-term evaluation. The concerned faculty member will decide the mode of mid-term evaluation from the following:

❖ **MCQ Based Examination** (Online/Offline)

(15 MCQs of one mark each, Time Duration: 15 Minutes)

(OR)

❖ **Any one from the following:**

- Open Book Exam
- Practical Exam
- Essay/Article Writing
- Quizzes (On/Offline)
- Objective Test
- Class Assignment
- Research/Dissertation
- Case Studies
- Report Writing
- Interviews
- Poster Presentation
- Seminar
- Paper Presentation
- Viva Voce/Oral

(OR)

❖ **Descriptive Examination** (Time Duration: 45 Minutes)

### Note: Structure of the Question Paper for Descriptive Examination

(Time Duration: 45 Minutes, Marks: 15)

Q –1. Briefly discuss any ONE of the following: (out of three) 10  
(From Unit-I)

Q – 2. Re-write the sentences using correct options: 05  
(Five blanks out of eight)  
(From Unit-II)

### 2. Semester End Evaluation (SEE) – (25 Marks)

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| Modes of Evaluation | Maximum Marks | Minimum Passing Marks |
|---------------------|---------------|-----------------------|
| CCE                 | 25            | 09                    |
| SEE                 | 25            | 09                    |

**Total No. of Teaching Hours:** 30 Hours

**Unit – I:** 15 Hours

**Unit – II:** 15 Hours

**Credit Distribution:**

**Total Credits:** 02 Credits

**Lecture:** 1 Credit (Lecture 1= One Hour)

**Practical:** 1 Credit (Practical 2= Two Hours)

**Notes:**

- One Hour of Lecture is equal to 1 Credit per week.
- Two Hours of Practical is equal to 1 Credit per week.
- Practical Classes may be conducted in the Classroom/Language Lab/ Business Lab/Computer Lab depending on the requirement.
- For Practical Classes, one batch size of students (per teacher) will be as per the rules of Gujarat University.

**Acronyms Expanded:**

- **L+P:** Lecture +Practical
- **AEC:** Ability Enhancement Courses
- **CCE:** Continuous and Comprehensive Evaluation
- **SEE:** Semester End Evaluation

➤ **Recommended Reading:**

1. Communication Skills – M. S. Rao, Notion Press
2. Business Communication – Urmila Rai & S. M. Rai, Himalaya Publishing
3. Essentials of Business Communication – Rajendra Pal & J. S. Korlahalli, Sultan Chand & Sons, New Delhi
4. Communication and Media Studies – Indira R. Ananthakrishnan, Orient BlackSwan
5. Effective Business Communication – Dr. S. K. Agrawal & Dr. P. K. Singh, Himanshu Publications, New Delhi
6. Mastering Communication at Work – D. K. Bhanot, HarperCollins India

➤ **Recommended E-Content:**

English GUETA Website/English GUETA App/ English GUETA YouTube Channel

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**GUJARAT UNIVERSITY**

**Paper Style for Semester End Evaluation**

**B. Com., Semester – VI (NEP)**

**Ability Enhancement Courses**

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**Time: 1 Hour**

**Marks: 25**

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- Q –1. Briefly discuss any ONE of the following: (out of three) 10**  
(A) General Question  
(B) General Question  
(C) General Question  
**(From Unit-I)**
- Q –2. (A) Re-write the sentences using correct options: 05**  
(Five blanks out of eight)
- (B) Match the following: (Five items) 05**  
**(From Unit-II)**
- Q – 3. Choose the correct options: (Any Five MCQs out of eight) 05**
- Notes:** (1) 5 MCQs to be asked from Unit-I  
(2) 3 MCQs to be asked from Unit -II

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**GUJARAT UNIVERSITY**  
**Model Question Paper for Semester End Evaluation**

**B. Com., Semester – VI (NEP)**

**Ability Enhancement Courses**

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**(With Effect from Academic Year 2025-2026)**

**Time: 1 Hour**

**Marks: 25**

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**Q –1. Briefly discuss any ONE of the following: 10**

- (A) Features of Communication
- (B) Importance of Communication
- (C) Role of Feedback in Communication

**Q-2 (A) Re-write the sentences using correct options: (Any five) 05**

1. The movie\_\_\_\_\_ gave the film a bad review. (critic / critical / critique)
2. He spoke with great \_\_\_\_\_. (confident / confidant / confidence)
3. Paris is the \_\_\_\_\_ of France (capital / capitol / capita)
4. Her speech was highly \_\_\_\_\_. (affect / effect / effective)
5. She \_\_\_\_\_ declined the offer. (respectful / respectfully / respectively)
6. New York is a bustling \_\_\_\_\_. (city / downtown / town)
7. The \_\_\_\_\_ gave the soldiers their orders. (colonel / kernel / cornel)
8. They hired an \_\_\_\_\_ engineer. (electric / electrical / electronic)

**(B) Match the following: 05**

| A          | B                    |
|------------|----------------------|
| Adept      | Praise or kind words |
| Famous     | Skillful             |
| Compliment | A light evening meal |
| Supper     | Qualified            |
| Eligible   | Well-known           |

**Q – 3. Choose the correct options: (Any five)**

**05**

1. Which is not one of the five primary senses used in communication?  
a) Sight                      b) Touch                      c) Balance                      d) Smell
  
2. Communication is considered purpose-driven because:  
a) It is random  
b) It always entertains  
c) It aims to achieve specific goals  
d) It never changes
  
3. Which of the following is a key benefit of effective communication?  
a) Increasing misunderstandings  
b) Building strong relationships  
c) Creating a negative work environment  
d) Hindering decision-making
  
4. Communication that travels from subordinates to superiors is known as:  
a) Downward Flow  
b) Upward Flow  
c) Horizontal Flow  
d) Diagonal Flow
  
5. Which of the following is a characteristic of effective feedback?  
a) It is vague and general  
b) It is focused on personal attacks  
c) It is timely and specific  
d) It is delayed and infrequent
  
6. What is the meaning of the word ‘colonel’?  
a) High-ranking officer in military  
b) Cooking seed  
c) Religious leader  
d) Farming tool
  
7. What does ‘finance’ mean?  
a) Money management  
b) Legal advice  
c) Food science  
d) Computer repair
  
8. What does ‘solicit’ mean?  
a) Give without return  
b) Ask formally or urgently  
c) Offer assistance  
d) Ignore request

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