

The following resolutions are made:

05.08.2016

- ① It is decided to start a certificate course on spoken English & Yoga (by Sports & Physical Education Department)
- ② It is decided to continue the previous Certificate courses of other subjects
- ③ It is decided to organize Yoga camps at villages as Best Practice (During NSS Annual Special Camp at adopted village)
- ④ It is decided to institute more cash prizes for the toppers by all the departments.
- ⑤ It is decided to provide coaching for competitive exams to the students & conduct Orientation Programme.
- ⑥ It is decided to give special coaching to the advanced learners to motivate to attend various level seminars.
- ⑦ It is decided to organize special lectures on Research Methodology
- ⑧ It is decided to conduct PTA meeting & Alumni Meet.

The following members were present:

- ① Dr. S. C. Mathapati
- ② Dr. M. B. Hegde
- ③ Dr. N. R. Sarabhai
- ④ Shri. M. J. Hatgal
- ⑤ Ramareddy K
- ⑥ G. D. Metri
- ⑦ Dr. G. L. Khosade
- ⑧ Miss. Priyanka Kamal
- ⑨ Smt. B. B. Nand

The following members were absent:

- ① Dr. A. P. Badami
- ② Shri. Jaynand Manavalli
- ③ Dr. B. C. Bannur
- ④ Shri. V. K. Manani

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K.L.E. Society's S.V.S. Bellubbi  
Arts & Commerce College, Saundatti



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K.L.E.SOCIETY'S  
S.V.S. BELLUBBI ARTS & COMMERCE COLLEGE SAUNDATTI - 591126  
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Phone: 08330-222311, 222511  
Website: www.klebellubbicollege.com

Fax: 08330-223716  
E-mail: klesvsbellubbicollege@gmail.com

DATE: 10/01/2017

**NOTICE**

It is hereby informed to all the interested students to enroll their names for the certificate course on "Business Communication Skills" for the academic year 2016-17. The first 30 students will be considered for enrollment process. the last date for enrollment process is 12/01/2017

  
**HOD**

Head Department of Commerce  
K.L.E. Society's S.V.S. Bellubbi Arts & Com College  
SAUNDATTI. (Karnatak)



  
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Fax No: 08330-2223716

**DEPARTMENT OF COMMERCE  
"BUSINESS COMMUNICATION SKILLS"  
CERTIFICATE COURSE FOR THE YEAR 2016-2017**

This is to inform that the students who have enrolled for certificate course for the year 2016-2017 must attend all classes according to the following schedule.

**TIME TABLE**

Day	Time
Monday	4.30pm - 5.30pm
Tuesday	4.30pm - 5.30pm
Wednesday	4.30pm - 5.30pm
Thursday	4.30pm - 5.30pm

Course Coordinator:

1. Dr. G L Kharade
2. Prof C S Beerannavar

*G L Kharade*  
HOD

Head Department of Commerce  
K.L.E. Society's S.V.S. Bellubbi Arts & Com College  
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S.V.S. BELLUBBI ARTS & COMMERCE COLLEGE SAUNDATTI - 591126

BUSINESS COMMUNICATION SKILLS

Goals and Objectives:

1. To create awareness among the students about effective communication.
2. To develop the drafting skills necessary for various essential letters and reports in Business.
3. To enrich their knowledge on the e-communication job search etc.
4. To create awareness among the job seekers about writing C.V (Bio - Data), Tele interviews, so that their employability increase

Unit	Topics	No of Periods
1	Introduction to Communication: Definitions - Meaning - objectives - Written communication - Business Correspondence - Function - Types - Structure and Layout.	05
2	Business Letters Writing: Outlines Contents and Drafting of following letters - Trade - Enquiry - Quotations - Order - Execution of orders Complaints - Adjustment, Collection letters & Circular Letters	10
3	Career related Letters: Letters of applications for Job - Drafting Curriculum Vitae (Bio-Data) - Interview and appointment letters.	05

*[Signature]*

HOD

Department of Commerce

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*[Signature]*

Principal

S.V.S. Bellubbi College Saundatti  
Arts & Com College, Saundatti.

**SUGGESTED READINGS:**

1. Rajendra Pal & Korhholli: *Business Communication*
2. Urmilla Rai & S.M.Rai: *Business Communication*
3. Ramesh & Pattanshelles: *Business Communication*
4. S.O.Halasagi & Others: *Business Communication*
5. S.S.Yankanchi, B.P.Gomanagalli, D.C.Mvadabasappagol, Madhumati M. Kulkarni: *Business Communication*, R. Chand & Co. New Delhi.
6. Marck McCracken: *Business Skills In English*
7. Hornai Pradhan & H.S.Pradhan: *Business Communication*, Himalaya Publication House New delhi.
8. D.D.Singhal V.K.Mittal& H.C.Garg: *Business Communication*, Ramesh Book Depo. Jaipur - New delhi
9. Dr. V.K.jain & Dromprakash : *Business Communication* , Blyani
10. V.N.Mugali & V.V.Bengeri : *Business Communication*





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**DEPARTMENT OF COMMERCE**

Certificate Course Outcome Report

Business Communication Skills

This Certificate Course introduces the various communication options available in a business context so that students can make appropriate choices in the workplace. Students will gain confidence in their ability to communicate by practicing and receiving feedback on business communication skills.

Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts. E.g interpersonal, intrapersonal, small group, technologically mediated communication etc. from multiple perspectives.

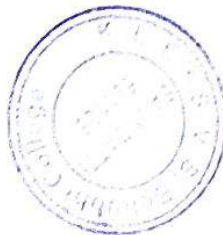
Students will develop knowledge, skills and judgment around human communication that facilitate their ability to work collaboratively with others. Such skills could include communication, competencies such as managing conflict, understanding small group processes, active listening, appropriate self disclosure etc.

The course encourages the development of academic literacy which will enable students to become independent learners in the Bachelor Of Commerce program and to work efficiently and effectively in the workplace.

*Ashwaredi*

**HOD**

HOD, Dept. of Commerce  
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**DEPARTMENT OF COMMERCE**

**LIST OF STUDENTS REGISTERED FOR CERTIFICATE COURSE 2016**

**“BUSINESS COMMUNICATION SKILLS”**

The following are the list of students who are enrolled for certificate course in “Business Communication Skills” they are informed to attend the classes as per prescribed timetable.

SL NO	NAME OF STUDENTS
1	AFREEN BALIKAI
2	AKSHATA HOLI
3	ASHWINI SINDHE
4	GOURI M
5	HARSHITA S
6	INDU M
7	KALLAVVA V
8	KANCHANA H
9	KHANCHAMMA G
10	KOUSAR Y
11	POOJA B
12	LAXMI S
13	MANISHA PATIL
14	NOORJAHAN T
15	PAVITRA HADIMANI



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Fax No: 08330 222316

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16	POOJA N
17	POOJA B
18	SHWETA G
19	POOJA A
20	PRIYANKA T
21	REKHA A
22	RENUKA K
23	ROOPA S
24	SAMREEN T
25	SHILPA W
26	SHIVAGANAGA S
27	SHRUTI T
28	SMITA J
29	SNEHAL K
30	SUJATA J

  
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**Department Of Commerce**

**Model Question Paper On Certificate Course – Business Communication Skills**

**I. Answer the following questions each carries 2 marks : 25x2=50**

**1.The most important goal of business communication is\_\_\_\_\_.**

- A. favorable relationship between sender and receiver
- B. organizational goodwill
- C. receiver response
- D. receiver understanding

**2.Down ward communication flows from\_\_\_\_\_ to\_\_\_\_\_.**

- A. Upper to lower
- B. Lower to upper
- C. Horizontal
- D. Diagonal

**3.Horizontal communication takes place between\_\_\_\_\_.**

- A. superior to subordinate
- B. subordinate to superior
- C. employees with same status
- D. none of these



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**4. Appeals and representations are used in \_\_\_\_\_ communication.**

- A. horizontal
- B. downward
- C. upward
- D. grapevine

**5. The study of communication through touch is \_\_\_\_\_.**

- A. chronemics
- B. haptics
- C. proxemics
- D. semantics

**6. The formal greeting with which a business letter begins is called**

- A. reference
- B. subject
- C. salutation
- D. body copy

**7. The handshake that conveys confidence is**

- A. Limp
- B. Firm
- C. loose





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D.double

**8.The following is the permanent records for business**

- A. Business letters
- B. Ledgers
- C. Production reports
- D. All of the above

**9.The \_\_\_\_\_ body of the presentation should be broken into short and clear units**

- A. Main
- B. Middle
- C. Upper
- D. Lower

**10.Which of the following terms best describes the grapevine as a communication pattern?**

- A. Diagonal
- B. Informal
- C. Serial
- D. Verbal



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**11. An effective oral presentation process follows \_\_\_\_\_ steps.**

- A. 3
- B. 4
- C. 5
- D. 6

**12. Business letters produce immediate effect because they are:**

- A. interesting
- B. brief
- C. formal
- D. informal

**13. Set off the list of Do and Donts by using \_\_\_\_\_.**

- A. Body
- B. letter heads
- C. Bullets
- D. Formal

**14. Form letters are also known as:**

- A. circular letters
- B. formal letters



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C. bad news letters

D. persuasive sales letters

**15. Our address and phone number are shown on our \_\_\_\_\_**

A. letterhead

B. snailmail

C. postage

D. salutation

**16. In block text format, you do not \_\_\_\_\_ each paragraph**

A. Indent

B. punctuation

C. margin

D. transition x

**17. Simplicity in writing means essentially:**

A. the use of simple sentences

B. the use of simple words

C. the use of simple tense

D. plainness





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**18. Good business letters are characterized by the following personal quality of the writer:**

- A. seriousness
- B. sincerity
- C. formality
- D. Humour

**19. Question. Communication without words is called**

- A. Non- verbal communication
- B. Verbal
- C. Oral communication
- D. Written communication

**20. Lack of openness in communication**

- A. reduces employee satisfaction
- B. has no effect on employee satisfaction
- C. reduces management satisfaction
- D. shows good management control

**21. The formal greeting with which a business letter begins is called**

- A. reference
- B. subject
- C. salutation
- D. body copy

**22. The flow of information through MIS is**

- A. need dependent
- B. organization dependent
- C. information dependent
- D. management dependent



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23. **Form letters are also known as:**

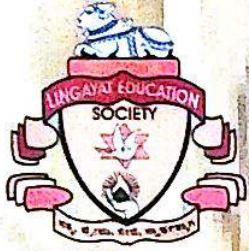
- A. circular letters
- B. formal letters
- C. bad news letters
- D. persuasive sales letters

24. **is not one of the 7 Cs of communication:**

- A. conciseness
- B. correctness
- C. clarity
- D. character

25. **The study of communication through touch is**

- A. chronemics
- B. haptics
- C. proxemics
- D. semantics



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Saundatti - 591126. Belagavi District

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**Department of Commerce**

**Certificate**

This is to certify that Mr/Miss \_\_\_\_\_ Class \_\_\_\_\_

has completed Certificate Course in **Business Communication Skills** for the Year \_\_\_\_\_

**Faculty**

**HoD**

**Principal**