

SHREE NARAYANA COLLEGE OF COMMERCE

AHMEDABAD

ASSIGNMENT (2026 – 2027)

Name of the Department: English and Commercial Communication

Subject: AEC- 235- ENGLISH AND COMMUNICATION SKILLS

Class & Semester: B.COM-SEM-03

Faculty Name: Dr. Paramveer Chahal and Dr. Nivi Chaudhary

SECTION – 1 (UNIT-01)

- **Attempt the answers of the following questions: (ANY FOUR)**

1. How has Lijjat Papad maintained its relevance and competitiveness in the market over the decades?
2. Discuss the evolution of ICICI Bank from a development finance institution to a leading universal bank in India. What were the key milestones and transformations?
3. Attempt a note on “The Rise of NDTV”
4. What do you think of “Every Day Low Cost, Every Day Low Price” as the success mantra for Dmart.
5. Comment upon the “Downfalls of Infosys.”
6. Comment upon the Impact and Outcomes of the “Shopping ka Naya Address” campaign.
7. Attempt a note on Depinder’s Journey of Zomato.

SECTION – 2 (UNIT-02)

- **Attempt brief notes upon the following: (ANY ONE)**

1. Define Communication. Explain the steps involved in the process of Communication.
2. Attempt a detailed note on “Types of Communication.”
3. Explain the features of Effective Communication.

- **Fill in the blanks with appropriate punctuation marks (ANY FIVE):**

1. What is your name____
2. Wow____ What a beautiful painting__
3. Riya said____ “I am going to the market.”
4. Where are you going____

5. My favourite fruits are apples___ mangoes___ and bananas.
6. Alas___ We have lost the match.
7. He asked me___ “Have you completed your homework___”
8. Please bring these things___ a pen___ a notebook___ and a ruler.
9. Rahul___ my best friend___ lives in Delhi.
10. Stop___ Don’t go any further___

• **Change the following sentences into Passive Voice (ANY FIVE):**

1. The teacher teaches English.
2. Ravi wrote a letter.
3. The children are playing cricket.
4. She has completed her homework.
5. The police caught the thief.
6. They will finish the work tomorrow.
7. My mother cooked a delicious meal.
8. He is reading a newspaper.
9. The students were cleaning the classroom.
10. People speak English all over the world.

• **Match the Idioms and Phrases with their meaning :**

IDIOMS AND PHRASES	MEANINGS
1. Ahead of the curve	A. Carry big plans for future
2. Think big	B. Modern and technologically advanced.
3. State of the art	C. that which is making profit.
4. In the black	D. be more advanced than the contemporaries.
5. Game Plan	E. a strategy or plan.

• **Mention the meanings of the following Idioms and Phrases. Also, draft a sentence by using the same Idiom and Phrase in the sentence. (ANY FOUR)**

1. Yes man
2. Win-win situation.
3. Upper hand
4. The Elephant in the room
5. Round-the-clock
6. Rock the boat
7. In the red
8. In the black

SECTION – 3 (Multiple Choice)

Attempt the following Multiple Choice Questions (MCQs):

1. What type of training does Lijjat Papad provide to its members?

- | | |
|-----------------------|-----------------------------------|
| A. Cooking Classes | C. Production and Quality Control |
| B. Financial Literacy | D. Computer Skills |
2. NDTV's launch of NDTV Profit was aimed at covering:
- | | |
|-----------------------|--------------------------------|
| A. International news | C. Business and Financial News |
| B. Sports News | D. Entertainment News |
3. _____ is the last step in the process of Communication.
- | | |
|----------------|-------------|
| A. Ideation | C. Encoding |
| B. Channelling | D. Feedback |
4. Which punctuation mark is used to join two independent clauses without a conjunction?
- | | |
|--------------|---------------|
| A. Semicolon | C. Hyphen |
| B. Colon | D. Apostrophe |
5. Which punctuation mark is used to separate a dependent clause from an independent clause?
- | | |
|----------|---------------|
| A. Dash | B. Semi-colon |
| C. Comma | D. Colon |
