

**SHREE NARAYANA COLLEGE OF COMMERCE**  
**AHMEDABAD**

Name of the Department: Dept. English and CC

Subject: Fundamentals of Communication in English – I (AEC-245)

Class & Semester: B. Com. Semester IV

Faculty Name: Dr. Nivi Chaudhary, Asst. Prof. Paramveer Chahal

**ASSIGNMENT**

**SECTION – 1 (UNIT – 1)**

Long Answer Questions:

1. Define communication. Explain its meaning, scope, and importance in modern life.
2. Discuss the origin and evolution of communication. Explain the emergence of electronic communication media.
3. Explain the objectives of communication.
4. Explain the 7 Cs of effective communication.

**SECTION – 2 (UNIT – 1)**

Long Answer Questions:

1. Explain intrapersonal communication and discuss techniques like positive self-talk, note-taking, and diary writing.
2. Explain interpersonal communication and explain its characteristics and importance.
3. Explain group communication and discuss roles, responsibilities, and strategies for effective group communication.
4. Explain professional communication, its objectives, etiquettes, and ethical practices.

**SECTION – 3 (UNIT – 2)**

Long Answer Questions:

1. Define intercultural communication and explain its importance in today's globalized world.
2. Discuss cultural differences and their influence on communication styles.
3. Barriers to intercultural communication and suggest effective solutions.
4. Strategies for effective intercultural communication.

**SECTION – 4 (UNIT – 2)**

Long Answer Questions:

1. Explain the importance of professional content writing in effective communication.
2. Discuss language, tone, and style used in public communication.
3. Explain organizing and delivering ideas effectively in public speaking.

4. Describe the role of practice in improving public communication skills.

#### SECTION – 5 (REVISION & PRACTICE)

MCQs, True/False, Match the Following.

##### A. Multiple Choice Questions (MCQs):

1. The sender converts ideas into symbols in which stage?  
a) Decoding b) Encoding c) Feedback d) Channel
2. Which of the following is a principle of effective communication?  
a) Ambiguity b) Completeness c) Complexity d) Noise
3. Communication within oneself is known as:  
a) Group communication  
b) Public communication  
c) Intrapersonal communication  
d) Intercultural communication
4. Emotional intelligence mainly relates to:  
a) Technical skills  
b) Managing emotions  
c) Writing skills  
d) Grammar

##### B. True or False:

1. Feedback completes the communication process.
2. Listening is an active skill.
3. Group communication does not require coordination.
4. Intercultural communication helps develop global competence.

##### C. Match the Following:

A

Sender

B

Originator of message

Encoding

Converting ideas into symbols

Feedback

Response of receiver

Interpersonal Communication

Communication between two people

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