

SHREE NARAYANA COLLEGE OF COMMERCE AHMEDABAD

Name of the Department: English and Commercial Communication

Subject: Commercial Communication - I

Class & Semester: B. Com. Semester – I

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

ASSIGNMENT (2026 – 2027)

SECTION – 1 (UNIT – 1)

Q-1 Answer the questions in detail:

- Discuss the role of gossip and rumour in the “The Boy Who Broke the Bank”.
- Describe the character of Nathu and his unintended influence on the story’s events.
- Discuss the theme of media sensationalism in the story “The World- Renowed Nose”.
- What is the central message of the story “The World- Renowed Nose”?
- How does Kushwant Singh present the theme of change in the story?
- What does the sparrows’ behavior at the grabmother’s death signify?
- Describe how the boy’s desires change before and after he gets lost.
- What is the message or moral of “The Lost Child”?

SECTION – II (UNIT – II)

Q-2. Explain any five in detail:

- Define communication and explain its importance in human life.
- Differentiate between verbal and non-verbal communication with examples.
- What is paraverbal communication? Give suitable examples.
- Differentiate between oral and written communication.
- Explain any four elements of communication.
- What is feedback? Explain positive and negative feedback.
- Explain any four benefits of effective communication.

SECTION – III (UNIT – III)

Q-3 Explain any five in detail:

- Write down the brief introduction of language development in ancient India.
- Explain any three communication practices in ancient gurukuls.
- What do you mean by communication traditions in ancient indian society. Explain any three.
- How did folk narratives and storytelling contribute to communication in Ancient India?

- e. Write a short note on folk theatre and puppetry traditions.
- f. What was the importance of inscriptions as a form of communication in Ancient India?
- g. Explain temples as centers of communication in ancient India.

SECTION – IV (UNIT – IV)

Q-4 Write down the meaning of the following:

- a. Csat/caste
- b. Dual/duel
- c. Queue/cue
- d. Sole/soul
- e. Weak/week
- f. Vain/vein
- g. Lessen/lesson
- h. Asdition/edition
- i. Loan/lone
- j. Naval/navel
- k. Root/route
