

SHREE NARAYANA COLLEGE OF COMMERCE

AHMEDABAD

ASSIGNMENT (2026 – 2027)

Name of the Department: English and Commercial Communication

Subject: SEC- WPS-116- Writing and Presentation Skills

Class & Semester: B.COM-SEM-01

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

SECTION – 1 (UNIT-01: Fundamentals of Writing)

1. Explain the steps involved in the Process of Writing.
2. Enlist the various purposes of Writing.
3. Enlist the various principles of good writing and explain each of them briefly.
4. Explain the following modes of writing.
 - A. Descriptive Mode of Writing
 - B. Narrative Mode of Writing
 - C. Expository Mode of Writing
 - D. Reflective Mode of Writing
 - E. Argumentative Mode of Writing
5. Explain the following types of writing:
 - A. Academic Writing
 - B. Business Writing
 - C. Resume Writing
 - D. Statement of Purpose (SOP) Writing.

SECTION – 2 (Essentials of Presentation)

1. Explain the structure of the presentation.
2. Comment upon the following basics of Presentation.
 - A. Persuasive speaking
 - B. Utilizing tools and technology
 - C. Handling unexpected situations and challenges
 - D. Getting Feedback
3. Enlist the components of an effective presentation
4. Comment upon the usage of the following Visual Aids in the presentation
 - A. Screen Board
 - B. PowerPoint
 - C. Projector
5. Shed light upon the Usage of nonverbal communication.

SECTION – 3 (Multiple Choice)

Attempt the following Multiple Choice Questions (MCQs):

1. Which of the following is not one of the various purposes of writing?
A. To express
B. To entertain
C. To inform
D. To listen
2. _____ is a word that describes or gives more information about a verb, adjective, adverb, or phrase.
A. Adverb
B. Noun
C. Adjective
D. Noun
3. Which of the following is the last step in the process of writing?
A. Research
B. Outlining and Planning
C. Prewriting
D. Publishing
4. When we consider the key elements in a well-structured presentation, which one of the following is not a key element?
A. Introduction
B. Conclusion
C. Body
D. Grammar
5. Which of the following is an example of an audio-visual aid in a presentation?
A. Visual Charts
B. Eye contact
C. PowerPoint Slides
D. Body Language
