

SHREE NARAYANA COLLEGE OF COMMERCE

AHMEDABAD

Name of the Department: ENGLISH/COMMERCIAL COMMUNICATION

Subject: COMMERCIAL COMMUNICATION-2

Class & Semester: B. Com . Sem 2

Faculty Name: Asst. Prof. Paramveer Chahal

ASSIGNMENT

SECTION – 1 (UNIT – 1)

Answer the following questions in brief:

1. What impact did the erroneous telegram have on the family?
2. What telegram did Sudha Murthy receive?
3. What does the editor do when Prabha tries to talk to him while he is working?
4. How does the editor initially treat his daughter after his wife's death?
5. What external signs of culture does Munshi Premchand question?
6. Why does Damri decide to blackmail Rai Sahib?
7. What is Hari Singh's initial plan when he meets Anil?
8. Why does Hari Singh return the money to Anil?

Attempt a detailed note:

1. The theme of the story "When Telegrams were Bad."
2. Contrast the narrator's subtle, literary style of writing with that of the rival Ahirgram newspaper.
3. How does the incident of the bribe expose the shallowness of the contemporary elite's moral code in the story?
4. Draw a character sketch of Anil and the unique role his trust plays in Hari Singh's transformation.

SECTION – 2 (UNIT – 2)

Shed light upon the following:

1. Importance of Business Letters.
2. Physical Appearance of a Business Letter.
3. Seven Cs of Effective Business Letter Writing.
4. Regular Parts of a Business Letter

SECTION – 3 (UNIT – 3)

Shed light upon the following:

1. Techniques for an Effective Resume/CV.
2. Tips for facing an Interview.
3. Essential tips for Online Job Application.

SECTION – 4 (UNIT – 4)

Differentiate the following pairs in terms of their meanings:

1. Apprise vs Apprize
2. Bridal vs Bridle
3. Cellar vs Seller
4. Gilt vs Guilt
5. Lam vs lamb

SECTION – 5

Match the following

SECTION-A	SECTION-B
1. Alter	A. a large bound bundle of raw material (like hay/cotton)
2. Bale	B. to change or make different
3. Illicit	C. Articles of the same type, typically sold in a shop (e.g; hardware, software.)
4. Faze	D. A platform built parallel to the water's edge for loading and unloading ships.
5. Quay	E. To disturb or disconcert (usually used in the negative)
6. Ware	F. Forbidden by law, rules or custom.

Identify whether the following sentences are true or false:

1. The story “When Telegrams were Bad” has been authored by Sudha Murthy.
 2. The story “The Editor” has been authored by Rabindranath Tagore
 3. The story “The Secret of a Culture” has been authored by Munshi Premchand
 4. The story “The Thief’s Story ”has been authored by Ruskin Bond.
 5. Subject line is a concise, clear phrase summarizing the core topic or purpose of the letter.
 6. Suite means a set of rooms, especially in a hotel.
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