

SHREE NARAYANA COLLEGE OF COMMERCE

AHMEDABAD

Name of the Department: Dept. English and CC

Subject: Fundamentals of Communication in English – II (AEC-365)

Class & Semester: B. Com. Semester VI

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

ASSIGNMENT

SECTION – 1 (UNIT – 1)

1. Attempt a detailed note on:

- A. Downward Flow of Communication
- B. Upward Flow of Communication
- C. Horizontal Flow of Communication
- D. Downward Flow of Communication

2. Attempt a note on “Five Senses of Communication.”

3. Attempt a note on: “Features of Communication”.

SECTION – 2 (UNIT – 1)

1. What Importance does Communication carry? Explain.

2. Write a note on “Strategies of Effective Communication”.

3. Attempt a detailed note on the “Role of Feedback in Communication”.

SECTION – 3 (UNIT – 2)

Differentiate the following sets of words:

1. Adapt / Adopt / Adept
2. Affect / Effect / Effective
3. Allusion / Illusion / Delusion
4. Cancel / Postpone / Proceed
5. Capital / Capitol / Capita
6. Compliment / Complement / Complimentary
7. Confident / Confidant / Confidence
8. Deny / Reject / Decline

Explain the meaning of each of the confusing sets of words and frame atleast four sentences by using each of the given words:

1. Economic / Economics / Economical
2. Electric / Electrical / Electronic
3. Emigrant / Immigrant / Migrant
4. Famous / Notorious / Infamous
5. Illegible / Eligible / Ineligible
6. Imminent / Eminent / Prominent
7. Near/ Beside / Besides
8. Sympathy / Empathy / Apathy

SECTION – 4 (REVISION & PRACTICE)

A. MCQs:

1. Communication that flows from higher authority to lower level employees is called:
 - a) Upward communication
 - b) Horizontal communication
 - c) Downward communication
 - d) Diagonal communication
2. Which type of communication flows between employees of the same rank?
 - a) Upward
 - b) Downward
 - c) Diagonal
 - d) Horizontal
3. Communication that cuts across different departments and levels is known as:
 - a) Horizontal communication
 - b) Upward communication
 - c) Diagonal communication
 - d) Downward communication
4. The main purpose of communication flow in an organization is to:
 - a) Create confusion
 - b) Delay information
 - c) Ensure smooth exchange of information
 - d) Increase hierarchy
5. Which of the following is a strategy of effective communication?
 - a) Ignoring the audience
 - b) Communicating without purpose
 - c) Selecting an appropriate medium
 - d) Using complex language
6. An important step in effective communication is:
 - a) Avoiding feedback
 - b) Analyzing the audience
 - c) Using vague messages
 - d) Speaking without preparation
7. Communication involving exchange of emotions and facts is called:
 - a) One-way communication
 - b) Emotional and factual
 - c) Mechanical communication

d) Non-verbal communication

8. Communication is called a two-way process because:

- a) It involves only speaking
- b) It includes sender and message only
- c) It involves feedback
- d) It avoids response

9. Which feature of communication focuses on response from the receiver?

- a) Purpose-driven
- b) Meaning-based
- c) Feedback-oriented
- d) Emotional

10. Communication helps in achieving personal and professional success by:

- a) Increasing misunderstandings
- b) Avoiding interaction
- c) Sharing ideas effectively
- d) Creating conflicts

B. TRUE AND FALSE:

- 1. Downward communication flows from subordinates to superiors.
- 2. Horizontal communication occurs between employees at the same organizational level.
- 3. Diagonal communication crosses departmental and hierarchical boundaries.
- 4. Effective communication should always have a clear purpose.
- 5. Selecting an appropriate medium improves communication effectiveness.
- 6. Feedback is not necessary for successful communication.
- 7. Clear and timely feedback improves performance.
- 8. Communication helps in building strong relationships.
- 9. Effective communication helps in avoiding misunderstandings and conflicts.
- 10. Communication plays no role in creating a positive work environment
