

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
