

ASSIGNMENT – SUBJECT COMMERCIAL COMMUNICATION

SEMESTER VI YEAR 2023-24

Q. 1 Write short notes on-

1. J. Krishnamurti's views on real freedom
2. The Little Boy in 'Let's Go Home'
3. The surprise end of the story "The False Gems"

Q. 2 Write any two letters of Import and Export Correspondence

Q. 3 Write Individual Reports/ Committee Reports on any two of the following-

- a) Opening a Sales Depot of the Company
- b) Establishing a Welfare Centre of the Employee
- c) Decline in Sales of a Company's product
- d) Demands and Grievances of the Workers

Q. 4 a) Explain the following stock market terminology-

Blue chips, points, brisk buying, bourse, nose diving, face value, intra day, sentiment, pivotal, punters, rally, premium, limelight, featureless market, sensex

b) Give full forms of –

ASE, BSE, CRR, DIIs, EPS, FIIs, FMCG, FPO, GDP, IIP, IPO, NBFC, NSE, PSU, SEBI