



Regional Institute of English, South India

Jnanabharathi Campus, Bengaluru – 560 056

Diploma in English Communication - 2022-2023- COURSE NO. 10
Business English: Assignment – I

Max. Marks – 15

- 1. Write an essay in about 250 words on a prominent Indian businessman / industrialist. You must mention (5 marks)**
 - a) How this person became important to our business world
 - b) What his significant contributions to our society are
 - c) Why this person is a role model for Indian business community.

- 2. Write a letter to your friend mentioning plans to start a new business venture. Your letter should cover (5 marks)**
 - a) reasons for starting your own business.
 - b) what measures you would take to start your business.

- 3. List down at least 3 online shopping websites and write a brief review of these websites. Your review should include information about the websites and your comments on how useful the websites are to the customers. (5 marks)**

Business English – Assignment – 2

Max. Marks – 15

- 1. Surf the internet for some time. Collect as much information as possible about net banking and discuss at least five major features of it. (5 marks)**

- 2. Read some English newspapers. Collect at least five advertisements of different companies and comment on their language. Here, you must talk about what you find striking in terms of (5 marks)**
 - a) service offered /special features
 - b) tone of the advertisement (for example, do you find some of the ads amusing?)
 - c) recurring theme or statements in the advertisements (what is common in all the ads?)
 - d) use of vocabulary (idioms, proverbs, etc.)

- 3. Suppose you are going to launch a new company. Prepare a few (at least 10) power point slides giving details of the company for a presentation before the customers. (5 marks)**