

Shri H.K. Commerce College, Ahmedabad-09.

Assignment: 2025-2026

B.Com. Sem-4 (Eng. & Guj. Medium)

Ability Enhancement Course AEC- 245

Fundamentals of Communication in English-I

Write Short notes on the following.

1. Developing communication skills
2. Principles of effective communication
(7 Cs of effective communication)
3. Interpersonal Communication
4. Public Communication