F Y B Com - Commercial Communication (2016-17)

Unit - I - Communication

Topics for Unit - I:

(a) Definition of communication, (b) **Objectives** (હેતુ**) of communication**, (c) Process (પ્રક્રિયા) of communication, (d) **Meaning and types of the feedback** (પ્રતિભાવ), (e) Characteristics (લક્ષણો) of communication, (f) **Principles** (સિકાંત) **of effective** (સફળ, અસરકારક) **communication**

Note: Answers to topic nos. nos. (b), (d) and (f) are given below. (મુદ્દા નંબર (b), (d) અને (f)ના જવાબ આપેલા છે.)

(b) Explain in brief any seven objectives of communication (Unit - I)

<u>Communication is a fundamental part of human life</u>. It plays a vital role in business and social life. Communication is always purposeful and goal-oriented. The objectives of communication change with regard to the context and the relationship between the persons that communicate. Major objectives of communication are as follows:

- (1) **Information**: The first and foremost objective of communication is to inform. With the help of the internet, information can be shared with a number of people simultaneously.
- (2) **Knowledge**: Knowledge is a detailed understanding of a subject. It is acquired through learning and experience. Education is a communication process.
- (3) Advice: An advice is an opinion or suggestion. Business entrepreneurs seek advice from financial or management consultants.
- (4) **Counselling**: Counselling means advice from an expert. Doctors counsel patients on how to keep healthy.
- (5) **Persuasion**: Persuasion is important in business. You cannot sell anything if you can not persuade prospective customers to buy your products.
- (6) **Motivation**: To motivate is to inspire someone to do or to achieve something. Motivating others requires good communication skills.
- (7) Raising Morale: Morale is a level of confidence or enthusiasm in people. In times of crisis, it is very important to raise or maintain morale of a group.
- (8) **Request**: Making a request is asking somebody for something or asking someone to do something. Requests should be polite.
- (9) **Warning**: Warning is a caution or a threat. Warnings can be issued in public interests, for example, against smoking or careless driving.
- (10) **Complaint**: Making complaints requires a great deal of tact and patience. Complaints should be clear and firm but not impolite or insolent.

(d) Discuss the types of feedback: (Unit - I)

The feedback is the receiver's response to the sender's message. Effective communication takes place only when there is feedback. The communication process begins with the transmission of the message by the sender and ends with the receiver's feedback. Susan J Benjamin comments:

Feedback is the message that the receiver sends back to the sender.

<u>The communication process is incomplete without the feedback</u>. The feedback influences the subsequent exchange of messages between the sender and the receiver. There are several types of the feedback. Some of them are as follows:

- (1) Verbal Feedback Vs Non-verbal Feedback
- (2) Positive Feedback Vs Negative Feedback
- (3) Immediate Feedback Vs Delayed Feedback

(1) Verbal Vs Non-verbal Feedback:

<u>A verbal feedback is the receiver's response in form of spoken or written words</u>. Spoken feedback is provided immediately whereas written feedback can be provided through letters or email etc.

A non-verbal feedback is in form of gestures, facial expressions etc. Non-verbal feedback is important in face-to-face communication.

(2) Positive and Negative Feedback:

Positive feedback includes such behaviours as nodding and smiling. It shows that the message is understood by the receiver.

Negative feedback includes such behaviours as not responding or not paying attention to the message. It indicates that the receiver has not understood the message and the sender has to repeat or reformulate it.

(3) Immediate and Delayed Feedback:

In face-to-face communication, the sender can get an immediate feedback. Immediate feedback can also be in form gestures and facial expressions.

When the sender is not face-to-face or in direct contact with the receiver, the feedback may be delayed. Delayed feedback is in form of letters, email etc.

The feedback allows the sender to know if his or her message is really understood or not. Malra Treece comments:

The results of communication can be achieved only through the feedback.

(e) Discuss in brief the principles of effective communication: (Unit - I)

Communication is a two-way process and involves two or more people. <u>Effective communication is a key to success in business and life</u>. Communication experts have identified principles of effective communication. Seven of these principles begin with the English letter "C". Therefore, they are popularly known as the seven C's of effective communication: <u>completeness</u>, <u>conciseness</u>, <u>courtesy</u>, <u>consideration</u>, <u>clarity</u>, <u>concreteness</u>, and <u>correctness</u>.

- 1. **Completeness** Communication is complete when your message gives all necessary details and does not miss any significant information.
- 2. **Conciseness** A concise communication is as brief as possible but not incomplete. It avoids needless words and does not repeat the same ideas. However, conciseness is not synonymous with brevity.
- 3. Courtesy Courtesy in communication means that the message is polite and pleasant. Good manners always pay in business communication. A courteous message wins the receiver's goodwill.
- 4. Consideration Consideration is one step further than courtesy. Consideration means that we look at the issue from the receiver's point of view. "You Attitude" in communication is a consideration for the receiver's needs, problems, feelings etc.
- 5. Clarity People fail to communicate when they are not clear about the purpose of their communication. Clarity means that the message is to the point and logically organized.
- 6. **Concreteness** Concreteness in communication means that the message makes use of simple and natural language. A concrete message is never vague. The sender must avoid jargons or unfamiliar words or expressions in the message.
- 7. Correctness Correctness in communication means that the message is free from errors of grammar, spelling, punctuation etc. We must take care to provide correct facts, figures, dates etc.

Objective questions from Unit - I

Fill in the blanks with appropriate words:

1.	is not one of the objectives of communication. (Morale/ Clarity/ Counselling/
	Information)
2.	completes the process of communication. (sender/encoding/medium/feedback)
3.	The English verb "communicate" derives from the language.
4.	The person who receives the message is called the
5.	The Internet helps in sharing with a number of people simultaneously.
6.	Animals communicate with the help of
7.	Communication is away process.
8.	The person who conveys the message is called the
9.	Body language and gestures are elements of communication.
10.	means an advice from an expert.
11.	The encodes the message.

12.	is a level of confidence or enthusiasm in people.	
13.	is a caution or threat.	
14.	is a detailed understanding of a subject.	
15.	The sender is the encoder of the	
16.	The decodes the message.	
17.	Pictures and images are the medium of communication.	
18.	The feedback is the stage in the process of communication.	
19.	feedback is the receiver's response to the sender's message in form spoken of written words.	
20.	A vague message lacks	
21.	When the receiver and the sender are not face-to-face, the may be delayed.	
22.	Communication changes constantly because it is a process.	
23.	is the consideration of the receiver's needs, viewpoints, feelings etc.	
24.	A logical connection between ideas is necessary for in the message.	
25.	feedback is important in face-to-face communication.	
26.	A is a word or expression used in a particular profession or by a group.	
27.	in communication means that the message is polite and pleasant.	
28.	The English word 'communication' derives from	
29.	. Non communication does not use language.	
C+2	ste whether the following statements are TDUE on EALSE:	

State whether the following statements are TRUE or FALSE:

- 1. Encoding refers to the process of creating the message.
- 2. There is no need of a sender in the process of communication.
- 3. Knowledge is an objective of communication.
- 4. Conciseness is one of the principal objectives of communication.
- 5. Written communication means anything conveyed orally.
- 6. Human communication can take place even without the use of language.
- 7. There are always chances of misunderstanding in communication.
- 8. Communication is a fundamental part of human life.
- 9. Communication is important in business and workplace.
- 10. Verbal communication makes use of language.
- 11. Complaints should not be impolite or insolent.
- 12. Warnings can be issued in public interest.
- 13. Making complaints requires tact and patience.
- 14. Objectives of communication are different at different times.
- 15. Information can be in form of facts and figures.
- 16. The message is the idea or information transmitted by the sender.
- 17. There can be no communication without language.
- 18. Language is the verbal medium of communication.
- 19. The communication process is incomplete without the feedback.
- 20. The feedback is the receiver's response to the sender's message.
- 21. A non-verbal feedback is in form of gestures and facial expressions.
- 22. Negative feedback indicates that the receiver has not understood the message.
- 23. Delayed feedback may be given in form letters, emails etc.
- 24. Communication is effective if the receiver interprets the message correctly.
- 25. Jargons are difficult to understand.
- 26. Correctness concerns accuracy of facts, figures, dates etc.

- 27. Principles of effective communication help us in deciding what message to convey and how to convey it.
- 28. We can improve communication skills with practice.
- 29. Non-verbal communication either helps or hinders the verbal message.

Unit - II Forms of communication

Topics for Unit - II:

(a) Verbal (ભાષાના માધ્યમથી) and Non-Verbal (ભાષાના ઉપયોગ વગર) Communication, (b) Oral Communication, (c) Written Communication, (d) Difference between oral and written communication, (e) Advantages (ફાયદા) and Disadvantages (મર્યાદા) of Non-Verbal Communication, (f) Types of Non-Verbal Communication - Body Language, Sign Language, Paralanguage, Time and Space Language

Note: Answers to topic nos. (b), (c) and (d) are given below. (મુદ્દા નંબર (b), (c) અને (d)ના જવાબ આપેલા છે.)

(b) What is oral Communication? Discuss its advantages and disadvantages: (Unit - II)

Communication plays an important role in modern business. Jobs and promotions are dependent on the way we communicate. <u>Oral communication makes use of the spoken form of language</u>. Oral communication serves our needs for everyday communication. Satya Swaroop Debasish comments:

People communicate in business with each other, most often by oral communication.

Advantages of oral communication:

- (1) **Immediate feedback**: Immediate feedback is the most important advantage of oral, face-to-face communication. The listener may provide feedback to the speaker by nodding or asking a question to clarify any doubts.
- (2) **Time saving**: Oral communication requires no paper and pencil work and so it saves time. The listener's time is also saved because he or she listens to the message directly.
- (3) **Social relations**: Oral communication is conversational and informal. Therefore it is the most effective medium for building social and interpersonal relations.
- (4) **Personal touch**: The speaker has a greater opportunity to establish a "personal touch" with the listener.
- (5) **Economical**: Oral communication saves money because it does not require us to type and print the message.

Limitations of oral communication:

- (1) **Temporariness**: Oral communication serves only immediate purposes of everyday life. Our conversations are temporary because they not recorded for use in future.
- (2) No legal validity: Oral communication does not have a legal validity in business and administration.
- (3) Unsuitable longer messages: Oral communication is simple and informal. It is not suitable for complicated, extended, and formal messages.
- (4) **Physical barriers**: Physical barriers like noise, distance, mispronunciations etc. often hinder oral communication.
- (5) Extempore communication: Oral communication is more or less extempore. It is mostly unplanned and cannot be revised.
- (c) What is written communication? Discuss its advantages and disadvantages: (Unit II)

Communication plays an important role in modern business. Written communication serves our needs for communication in formal situations like business, administration, education etc. Vandana Khetarpal comments:

Written communication is an essential part of an organizational life.

Advantages of written communication:

- (1) Clarity and precision: The writer gets more time than the speaker to organize ideas. Written communication follows the rules of grammar and composition and therefore, it has a greater clarity and precision than oral communication.
- (2) **Legal validity**: Written communication has a legal validity. Written reports, notices, resolutions etc are accepted as proof or evidence.
- (3) Serves as a permanent record: Written communication serves as a permanent record because documents like letters, agreements etc. can be filed and maintained for use in future.
- (4) Wider access: In the age of Information Technology, written messages can be sent to thousands of people through the internet.
- (5) **Vehicle of civilization**: Written communication is a vehicle of human civilization. The ability to read and write distinguishes man from beasts and birds.

Limitations of written communication:

(1) Requires literacy: Written communication is not much useful for illiterate people because they cannot read and write.

- (2) Lack of immediate feedback: The reader and the writer are separated from each other. Immediate feedback is not possible in written communication.
- (3) **Time consuming**: Written communication requires more time than oral communication in transmitting the message.
- (4) **Costlier than oral communication**: Written communication requires paper and printing facilities and therefore it is costlier than oral communication.
- (5) Appropriate only for formal occasions only: Written communication is not as useful as oral communication in informal and social situations.

(d) Explain the difference between oral and written communication: (Unit - II)

Communication can take place with or without the use of language. Verbal communication takes place through the medium of language. Verbal communication is of two types - <u>oral and written communication</u>. Both oral and written communications serve different purposes but they generally follow the same principles. Malra Treece comments:

Oral communication is not completely distinct from written communication, for many principles are the same.

The following table explains the basic difference between the oral and written communications:

No	Oral communication	Written communication	
1.	Oral communication makes use of speech	Written communication makes use of visual	
	sounds to convey the message.	symbols to convey the message.	
2.	2. Conversations, telephonic talks, Letters, magazines, books, reports,		
	discussions, meetings etc. are forms of	etc. are forms of written communication.	
	oral communication.		
3.	We can get immediate feedback in oral	Immediate feedback is not possible in written	
	communication.	communication.	
4.	When the sender and the receiver are	Non-verbal signals have no role in written	
	face-to-face, non-verbal signals are	communication because the writer and the	
	important in oral communication.	reader are separated from each other.	
5.	The speaker uses pauses to indicate	The writer uses punctuation marks to indicate	
	logical breaks in an utterance.	logical breaks in a sentence.	
6.	Oral communication is usually informal	Written communication is generally formal and	
	and interpersonal.	impersonal.	
7.	Oral communication uses language	Written communication uses language	
	informally.	formally.	
8.	Oral communication does not require	Written communication is limited only to	
	literacy.	literate persons.	
9.	Oral communication is not generally	Written communication serves as a permanent	
	recorded for use in future.	record.	
10.	Oral communication has no legal validity.	Written communication has a legal validity.	

Objective questions from Unit - II

Fill in the blanks with appropriate words:

	. Which of the following is the fastest means of communication?		
	(a) written communication (b) oral communication (c) reading (d) none of these		
2.	2. Communication through language is called communication.		
(a)	non-verbal (b) visual (c) verbal (d) none of these		
3.	Signs and symbols are form of communication.		
4.	Gestures and postures are elements of communication.		
5.	communication is supplemented by non-verbal signals.		
6.	Immediate feedback is not possible in communication.		
7.	The speaker gets little time to organize thoughts in communication.		
8.	The word verbal refers to the use in communication.		
9.	communication is not meant for permanent record.		
10.	communication is more time consuming than oral communication.		
11.	communication can make use of words in spoken as well as written form.		
12.	Letters are a form of communication.		
13.	communication does not require literacy.		
14.	Language is the only tool for communication.		
15.	communication meant to be a permanent record.		
16.	Written communication is more useful than oral communication in situations.		
17.	communication makes use of the spoken form of language.		
18.	Written communication has a validity.		
19.	communication is not much useful in informal social situations.		
20.	Immediate feedback is possible in communication.		
21.	communication serves our needs in formal situations.		
22.	Eye-contact is an element of communication.		
23.	communication makes use of speech sounds.		
24.	Non-verbal communication is complementary to communication.		
25.	is the physical distance between people during communication.		
26.	Colours and smells are forms of Language.		
	communication cannot help us in conveying complicated messages.		
	Paralanguage is one type of communication.		
29.	are different body positions.		
30.	Body language is also called		
31.	are movements of hands, shoulders, and the head.		
	Sign Language has and elements.		
33.	Volume, pitch, stress, and pauses are important elements of communication.		
Sto	ate whether the following statements are TRUE or FALSE:		
1.	Gestures are used in non-verbal communication.		
2.	Written communication can be used as legal evidence.		
3.			
	Non-verbal communication is not limited only to literate persons.		
	Non-verbal communication is an inseparable part of face-to-face communication.		
	Written communication is more important in formal situations.		

7. Face-to-face communication involves the use of both verbal and non-verbal elements.

- 8. Oral communication has no legal validity.
- 9. Verbal communication takes place through the medium of language.
- 10. Written communication is limited only to literate persons.
- 11. Oral communication serves our needs for everyday communication.
- 12. Verbal communication is of two types oral and written.
- 13. People often unconsciously reveal true feelings through body language.
- 14. Written communication can be shared with a number of people at the same time.
- 15. Non-verbal signals influence the interpretation of the verbal message.
- 16. Oral communication is generally considered conversational and informal.
- 17. Noise and distance are barriers in oral communication.
- 18. Written communication follows the rules of grammar and composition.
- 19. Both oral communication and written communication serve different purposes.
- 20. Inaccuracies are permitted in oral communication if the meaning is conveyed.
- 21. Written communication makes use of the written script.
- 22. A telephone conversation is a form of oral communication.
- 23. Non-verbal signals have no role in written communication.
- 24. Punctuation marks indicate logical breaks in a sentence.
- 25. Written communication is more formal than oral communication.
- 26. Non-verbal communication can never replace verbal communication.
- 27. Literacy is not required for non-verbal communication.
- 28. Simple messages can be conveyed through signs and symbols.
- 29. Non-verbal communication is complimentary to verbal communication.
- 30. The fire alarm is a sound signal.
- 31. Non-verbal communication takes place almost unconsciously.
- 32. Space Language is also known as proxemics.
- 33. Maps make use of signs and symbols to indicate places and objects.

<u>Unit - IV (B)</u> - 50 PAIRS OF WORDS FREQUENTLY CONFUSED (સરખા જેવા લાગતા

સ્પેલિંગ અથવા ઉચ્ચાર વાળા અંગ્રેજી શબ્દો)

1. aboard/abroad

aboard - on or into a ship, train, aircraft, etc.

«Twelve hundred passengers were aboard the Titanic when it drowned.»

abroad - in or into foreign country, out of one's native land

«Many Indian students go abroad for higher education.»

2. accept - except

accept - to agree to take something; to say 'yes'; to believe something true

<Do you accept credit cards? >>

except - not including «We work every day except Sunday.»

3. access - excess

access - entry; admission; right to use something

«Do you have access to the university library?»

excess - an amount which is more than necessary << Excess of anything is not good.>>

4. addition - edition

addition - a thing added; the process of adding

«There was a last minute addition to the programme for the President's visit.»

edition - a version of a book etc. «The paperback edition of the dictionary is very cheap.»

5. advice (n) - advise (v)

advice - opinion, suggestion, counseling «I need your advice in the matter.»

advise - to offer advice, inform from a distance «The doctor advised me to stop smoking.»

6. affect (v) - effect (n)

affect - to have an influence on; to pretend or to have a false appearance

"The trauma badly affected Azzu's health." "The thief affected innocence."

effect - result, outcome "I think he suffers from the effects overwork."

7. allusion (n) - illusion (n)

allusion - indirect reference, hint

«In the movie Rajneeti, there are allusions to the Mahabharata story.»

illusion - something that deceives the mind, a false impression

<It is our illusion that money can make us completely happy.>>

8. appraise - apprise

appraise - to judge the value or quality of someone or something

<Government officials appraised the damage to the crops due to heavy rains.>>
apprise - to inform <The students apprised the teacher of their problem.>>

9.bail - bale

bail - (n) money paid as security to release the accused till the time of trial

«Mr. Amar Singh got bail on health grounds.»

bale - (n) a large amount of soft material such as paper, wool or cotton tied together «The **bales** of cotton were easy to carry.»

10. beside - besides

beside - by the side of, next to «Come here and sit beside me.»
besides - in addition to «Sachin does not play any other game besides cricket. »

11. boast - boost

boast - to speak proudly of oneself <<Shah Rukh should not boast of his success.>>
boost -to improve or increase something <<Acceptance by other boosts our self-esteem.>>

12. carton - cartoon

carton - a box or a container made from thick cardboard/ plastic
</Mr. Raja bought a carton of orange juice for Kanimodi. >>
cartoon - a drawing/ sketch made for amusement or criticism
</The cartoons in newspapers tell us much about the national events.>>

13. caste - cast

caste - a social class or group of people having same status or profession etc.
</Caste-system has existed in India from the earliest times.>>
cast - nature or inclination; a group of actors or performers in a play etc.
</The speaker adopted a negative cast of mind throughout the speech.>>
</The movie had an excellent cast of actors.>>

14. check - cheque

check - (V) to examine something, to stop something; (n) a restraint or control «Customs officers have a right to check the luggage of the passengers.» «Employees of the Corporation worked hard to check the spread of dengue.» «Through the Jan Lokpal Bill, Anna Hazare wants a check on corruption.» cheque - an order to a bank to make payments ('check' in American English) «Would you like to pay in cash or by cheque?»

15. cite - site cite - to mention or quote something or someone << The lawyer cited a similar case.>> "The pundit cited verses from the Gita." site - a place where something takes place «A site was chosen for hospital just outside the town.>> 16. coast - cost coast (n) - the land close to the sea << Gujarat has a coastline of more than 1600 km.>> cost (n) - price or value of something, something given to gain something else «The cost of living is high in cities.» «Anna Hazare wants the Jan Lokpal Bill at any cost.» 17. complement - compliment complement (n) - supplement, a part that completes the other half «A good knowledge of English is a complement to your educational qualifications. » compliment (n) - admiration or praise «People compliment him by calling him "Shingham".>> 18. defer - differ defer - to put off, postpone or delay something; to yield or submit to someone <<Let's defer the decision for a few weeks.>> «Kapil Sibal did not **defer** to Baba Ramdev's pressure tactics.» differ - to disagree, vary, << The twins look alike but differ in temperament.>> 19. descent - dissent descent - (n) going down, downward movement «Jaykant's descent into the life of crime was rapid.» dissent - (n) difference of opinion, opposition to a proposal etc. «I express my strong dissent in this matter.» 20. die - dye die - (v) to lose life, to cease to live, expire <<Mahatma Gandhi died in 1948.>> <<Nobody knows how and when Subhash Bose died.>> dye - (v) to give a particular colour to a thing or change the colour of a thing «My grandfather dyed his beard with henna.» 21. draft - draught draft - (n) preliminary version, rough sketch "The draft of the Jan Lokpal Bill has been prepared by Anna's team." draught - (n) a single act of drinking or breathing, a dose of medicine «A draught of wine relaxed his troubled mind.» 22. dual - duel dual - (adj) having two parts or purposes, denoting two people or things «Many non-resident Indians hold dual citizenship.» duel - (n) a fight or contest between two people «The hero and the villain fought a duel.» 23 elicit - illicit elicit - (v) to draw out information from a person or evoke a response from somebody «The police failed to elicit any information from the prisoner.» "The questionnaire elicited data on the consumers' preferences." illicit - (adj) improper, unlawful, immoral, unlicensed «Gopal Handa made a huge fortune through illicit means and methods.»

24. eligible - illegible

eligible - worthy, suitable «A rich young man is an eligible bachelor.» illegible - difficult to read « Mahata Gandhi's handwriting was illegible.»

25. facilitate - felicitate

facilitate - make easy, help, encourage «Computers facilitate our work.»

felicitate - to congratulate «People felicitated Dhoni after he won the World Cup.»

26. fare - fair

fare - (n) cost or price charged for travelling in bus, train etc.; food served in a restaurant

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27. foreword - forward

foreword - (n) introduction or preface

<The foreword explains the writer's purpose in writing the book.>
forward - directed towards the front or future, done in advance

<A little bit of forward planning is good in anything you do.>>

28. heal - heel

heal - (v) to cure, to make well or restore to health «Time heals old wounds.»
heel - (n) the hinder part of the human foot below the ankle
«The boy injured his right heel while jumping from the wall.»

29. hoard - horde

hoard - (v) to store (large amount of something)

<The beggar hoarded currency notes below his pillow.>>
horde - (n) a large group of people, a troop

<The family had a horde of children and no peace or happiness.>>

30. industrial - industrious

industrial - connected with industry «Industrial waste harms environment.»
industrious - hardworking «Amitabh lives an industrious life even in his old age.»

31. judicial - judicious

judicial - of or pertaining to court of law or administration of justice
<<Parliament has legislative powers whereas courts have judicial powers.>>
judicious - wise, prudent <<We must use words in a judicious manner.>>

32. lessen - lesson

lessen - (v) to become less in size, quantity or to decrease

«The rain lessened slowly.» «Sorrow lessens with time.»

lesson - (n) material for study, an instructive experience, a message from a story etc.

«The defeat in election was a lesson for the arrogant minister.»

33. marry - merry

marry - (v) to become husband and wife according to law

«Amitabh married Jaya during the shooting of the movie Zanzeer.»
merry - (adj) cheerful, happy and joyous, delightful

«I wish you a Merry Christmas!» «Johnny Lever is a merry companion.»

34. minor - miner minor - very young, not important or small in quantity, degree etc «All people under eighteen years of age are treated as minors.» «The teacher suggested a minor change in my answer.» miner - one who works in a mine «20 miners died in an accident at the coalmine.» 35. minute - minutes minute - (n) the sixtieth part of an hour; a moment or short time «The train is late by forty minutes.» minutes - record of proceedings at a meeting «The minutes of the meeting were approved unanimously.»

- 36. official officious

 official (n) a person holding an office; (adj) lawful, authorized, valid

 «Government officials were present to oversee the relief work.»

 «You must haven an official permission from the Corporation to build a house in the city.»

 officious (of behaviour) meddlesome, eager to use one's authority even in small matters

 «The teacher was good but very officious.»
- 37. pail pale

 pail (n) a bucket or a round vessel «Please get me a pail of water.»

 pale (n) a fence or a limit or a boundary; (adj) with less colour than usual; sickly or ill

 «Deepika Verma's face grew pale after she received a call from Aruna Chavda.»
- 38. peace piece

 peace non-violence, mental calm etc.

 «Gandhi was an apostle of peace.» «Prayer brings a peace of mind.»

 piece -a part of something; an individual work of art

 «Give me a large piece of the cake.» «I will give an interesting piece of information.»
- 39. principal principle

 principal the head of school or college; main or the most important

 «Our Principal is kind, cooperative, and scholarly.»

 «English was my principal subject in college.»

 principle a truth or belief that is accepted as a base for argument or action

 «Truth and non-violence are basic principles of the Gandhian philosophy.»
- 40. role roll
 role (n) character played by someone in drama or movie; function or duty of a person
 «Prakash Raj played the role of Jaykant Shikre in Shingham.»
 «What is the role of mother in a family?»
 roll (n) rolling movement of a wheel etc., paper or cloth rolled into the shape of a tube,
 «The photographer carefully took out the roll from the camera.»
- 41. sever severe

 sever to cut off or to divide into two by cutting, to bring relationship to an end

 «The bull's head was severed from its body with one stroke of the sword.»

 «After independence, India did not sever relations with Great Britain.»

 severe very serious, harsh, hard, ruthless

 «Severe cold killed many old people this winter.»

 «Don't be severe with children they are like flowers.»

42. slay - sleigh

slay (v) - to kill in a violent manner, to put the criminal to death
</The king ordered his soldiers to slay the traitor.>>
sleigh - (n) a sledge or a vehicle used for travel on snow and ice
</Have you ever travelled in a sleigh?>>

43. sole - soul

sole - (n) the bottom surface of the foot, (adj) one and only
</There was a cut on the sole of the child's foot.>>
</Anna Hazare is the sole fighter against corruption.>>
soul - spirit or inner self, the essence of something
</When I die, will my soul go to heaven?>>

44. stationary - stationery

stationary - (adj) unmoving, remaining in the same place, motionless
«If you keep a book on the table, it will remain stationary until someone moves it.»
stationery - things (paper, pencil, envelopes etc.) used in writing
«Good quality stationery is available at Crossword.»

45. suit - suite

suit - (n) a set of clothes made of the same material; (v) to be convenient for some purpose
</The President wore a dark blue suit for the meeting.>>
</His wife earns and he looks after children. This arrangement suits them both.>>
suite - a set of rooms in a hotel, a set of matching furniture
</Aamir booked a suite in the Taj Hotel.>>

46 tail - tale

tail - (n) a rope like part hanging loose from the rear of an animal; the rear part of anything <<p>«Most animals have a tail.»
tale - a story or narrative, an account of events

«Shakespeare said that life is a **tale** told by an idiot.»

47. team - teem

team - (n) a set of players taking part in a game or group of workers

</A cricket team has eleven players on one side each.>>

</The government sent teams of doctors to villages to deal with dengue cases.>>
teem - (v) to have something in extremely large number or amount

</Once upon a time our forests teemed with wild animals.>>

48. vacation - vocation

vacation - a period of time when schools or colleges are closed
We spent our last vacation in Europe.»
vocation - fitness or suitability for a particular career or occupation
Singing is not merely a means livelihood for Lata, it is her vocation.»

49. way - weigh

way - (n) path, road, direction; method or manner of doing something
</The way to man's heart is through his stomach.>>
</This is not the right way talk to your elders.>>
weigh - (v) to measure the weight of something on scales
</How much do you weigh?>>

50. weather - whether weather - atmosphere, temperature << What will be the weather like tomorrow?>> whether - (conj.) used to introduce a question << I could not decide whether to accept the job or not.>>

Exercises

(a) Select a word on the right which is most closely related to the word on the left:

Judicious: court, judge, wise, law	Site - see, quote, place, excite	
Check - pay, hack, mention, verify	Slay: murder, fly, sledge, slow	
Peace: prince, price, calmness, fantasy	Dye: die, colour, shampoo, water	
Severe: harsh, heart, hand, hold	Stationery: diving, playing, writing, standing	
Abroad: native, foreign, broad, cross	Minor: young, slow, simple, old	
Excess: past, extra, unit, court	Bail: court, college, cotton, church	
Accept - exclude, include, receive, recede		
Industrious – hardworking, policy-making, industrial, inducement		
Officious: office, interfering, pretending, efficiency		

(b) Give meaning of the following words:

amicable, effect, minutes, eligible, credible, vocation, cite, heal, dual, boast, illicit, suit, appraise, caste, team

(c) Fill in the blanks with correct options given in the brackets:

1.	May his rest in peace! (sole, soul)
2.	My son likes very much. (cartons, cartoons)
3.	The party will be held outdoors, permitting. (weather, weather)
4.	All the passengers the plane were killed. (abroad, aboard)
5.	Please sit me. (beside, besides)
6.	Who has written the for this book? (foreword, forward)
7.	The minister's mind is always with dangerous schemes. (teeming, teaming)
8.	The ship left when the was clear. (cost, coast)
9.	being efficient, he is honest. (Beside, Besides)
10.	People should the morale of our soldiers. (boost, boast)
11.	The court released him on (bail, bale)
12.	The courts have powers. (judicial/ judicious)
13.	Johnny Lever is a companion. (merry/ marry)
14.	Please get me a of water. (pale/ pail)
15.	Who played the of Sultan in the movie Sultan ? (roll/role)

(d) Match the following:

vacation - bundle	edition - inclusion	felicitate - only
allusion - postpone	sole - inform	draft - head
elicit - congratulate	tail - make less	bale - stock
apprise - get information	principal - reference	addition - rough version
lessen - publication	hoard - holiday	defer - rear part