

ASSIGNMENT – 5

1. What is SWOT analysis?
2. Find a company/ industry/ factory in Haldia and complete a SWOT analysis. (You can also find companies on Yahoo Business, forbes.com, cnbc.com, etc)

VOCABULARY BUILDING PRACTICE

I) Choose the correct meaning of proverb/idiom:

- 1) To make clean breast of – to gain prominence, to praise oneself, to destroy before it blooms, to confess without reserve
- 2) To have an axe to grind – to have no result, to work for both sides, a private end to serve, to fail to arouse interest.
- 3) To pick holes – to find some reason to quarrel, to destroy something, to criticize someone, to make holes
- 4) To put one's hand to plough – take interest in technical work, to take up agricultural farming, to take a difficult task, none of these
- 5) To smell a rat – to get bad smell of a dead rat, to be in a bad mood, to see signs of plague, to suspect foul dealings.

II) In the following the questions choose the word which best expresses the meaning of the given word:

- a) Infamy - dishonor, integrity, glorify, reputation
- b) Precarious - cautious, critical, brittle, perilous
- c) Voracious - truthful, funny, venturous, gluttonous
- d) Morose - annoyed, moody, gloomy, displeased
- e) Transient – transparent, feeble, fanciful, fleeting

III) Choose the one which can be substituted for the given word/sentence:

- a) That which is perceptible by touch is – contagious, contingent, tangible, tenacious
- b) One who believes all things are predetermined is a – fatalist, egoist, puritan, tyrant
- c) One who is in charge of a museum – caretaker, supervisor, warden, curator
- d) Murder of a king – genocide, fratricide, infanticide, regicide
- e) The act of violating the sanctity of the church – sacrilege, heresy, blasphemy, desecration