

BEGS- 186

**B. A GENERAL
(BAG)**

**ASSIGNMENT
(2023 – 2024)**

**(BEGS-186)
Business Communication**



**School of Humanities
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110068**

**ASSIGNMENT
For
BUSINESS COMMUNICATION
(BEGS-186)**

**Programme: BAG/2023-24
Course Code: BEGS- 186**

Dear Student,

You are required to do one assignment for the course in English titled *Business Communication* Code BEGS-186, which will be a Tutor Marked Assignment (TMA) and carries 100 marks. Each assignment covers the entire course.

Aims: This TMA is concerned mainly with assessing your application and understanding of the course material. You are not required to reproduce chunks of information from the course material but to apply the information you have acquired during the course of study. This assignment aims to teach as well as to assess your performance. Please ensure that you read all the units of the course. Do make points as you go along. If there is anything you do not understand, please ask the Counsellors at your Study Centre for clarification. Once you are able to do the assignment satisfactorily, you will be ready to take the Term-end exam with confidence.

Instructions: Before attempting the assignment, please read the following instructions carefully.

1. Read the detailed instructions about the assignment given in the Programme Guide.
2. Write your Enrolment Number, Name, Full Address and Date on the top right corner of the first page of your response sheet(s).
3. Write the Course Title, Assignment Number and the Name of the Study Centre you are attached to, in the centre of the first page of your response sheet(s).

The top of the first page of your response sheet should look like this:

ENROLMENT NO.....
NAME.....
ADDRESS.....
COURSE TITLE:.....
ASSIGNMENT NO:.....
STUDY CENTRE:.....**DATE**:

4. Use only A4 paper size for your assignment and tag all the pages carefully.
5. Write the relevant question number with each answer.
6. You should write the answer in your own handwriting.

- 7. Submission:** The completed assignment should be sent to the Coordinator of the Study Centre allotted to you by **30th September (for December Exam) and 31 March (for June Exam)** or the dates given the IGNOU website Please read the instructions given in your Programme Guide.

Now read the following guidelines carefully before answering the questions.

GUIDELINES FOR TMAs

You will find it useful to keep the following points in mind:

- 1. Planning:** Read the questions carefully. Go through the points on which they are based. Make some points regarding each question and then rearrange these in a logical order. And please write the answers in your own words. Do not reproduce passages from the units.
- 2. Organisation:** Be a little more selective and analytic before drawing up a rough outline of your answer. In an essay-type question, give adequate attention to your introduction and conclusion. The introduction must offer your brief interpretation of the question and how you propose to develop it. The conclusion must summarize your response to the question. In the course of your answer, you may like to make references to other texts or books as this will add some depth to your analysis.

Make sure that your answer:

- (a) is logical and coherent;
 - (b) has clear connections between sentences and paragraphs;
 - (c) is written correctly giving adequate consideration to your expression, style and presentation;
 - (d) does not exceed the number of words indicated in the question.
- 3. Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasize.

Note: Remember that you must submit your assignments before you can appear for the Term End Exams. Please remember to keep a copy of your completed assignment, just in case the one you submitted is lost in transit.

Good luck with your work!

Q1) Read the following passage carefully and answer the questions given below it.

In the dynamic landscape of the professional world, conversation skills emerge as an indispensable asset, shaping the trajectory of careers and fostering effective communication. These skills transcend the simple exchange of words, encompassing the art of active listening, empathy, articulation, and adaptability. Proficient conversation skills lay the foundation for building robust relationships, whether with colleagues, clients, or superiors.

In an era characterized by interconnectedness and global collaboration, the ability to engage in meaningful conversations becomes a catalyst for innovation and problem-solving. Clear and concise communication ensures that ideas are transmitted accurately, reducing misunderstandings and streamlining decision-making processes. Moreover, adept conversationalists have a remarkable capacity to defuse conflicts, transforming potentially adversarial situations into opportunities for growth and compromise.

Beyond the pragmatic advantages, conversation skills play a pivotal role in cultivating a positive workplace culture. By fostering open dialogues and approachable interactions, professionals can establish an environment where diverse perspectives are welcomed, creativity flourishes, and individuals feel valued and understood. This, in turn, nurtures higher levels of employee engagement, motivation, and overall job satisfaction.

In essence, conversation skills are the linchpin that connects professional success with effective communication. They empower individuals to navigate the intricacies of complex relationships, transcend cultural barriers, and harness the power of collaboration. As businesses continue to evolve in an increasingly interconnected world, the significance of honing these skills remains steadfast, proving instrumental in driving productivity, innovation, and harmonious coexistence within the professional realm.

Q1 a) Answer the following questions: (5x2=10 marks)

- i. What is the role of conversation skills in the professional world?
- ii. How do conversation skills go beyond just exchanging words?
- iii. How can proficient conversation skills enhance problem-solving and innovation?
- iv. What impact can clear communication have on workplace dynamics?
- v. Apart from facilitating communication, what other benefits do conversation skills offer in a professional environment?

Q1 b) Pick out words from the passage which mean the same as the following: (5 x 1=5 mark)

- i. Absolutely necessary or essential, something that cannot be done without (para 1)
- ii. The path or course that an object, idea, or person follows through space, time, or development (para 1)
- iii. The act of expressing thoughts, ideas, or words clearly and coherently; also refers to the physical arrangement of speech sounds in language (para 1)

- iv. Complex and detailed elements, features, or aspects of something that require careful attention to understand fully (para 4)
- v. Marked by agreement, compatibility, or a pleasing arrangement of parts, often used to describe relationships, interactions, or environments that are peaceful and balanced (para 4)

Q1 c) What have you learnt in the passage above about the importance of communication in a professional environment? (5 marks)

Q2 Write short notes on any two of the following: (2x10=20 marks)

- i. Small talk.
- ii. A proposal.
- iii. Different kinds of reports.
- iv. Job profiles.

Q3 a) Here are the answers to some questions. What are the questions? (5 x 1=5 mark)

- i. Do you _____?
Yes, I my hobbies are reading books, watching movies, and playing football.
- ii. What is _____?
My favourite book is *David Copperfield* by Charles Dickens.
- iii. Do you have _____?
I am planning to travel with my family in the coming holidays.
- iv. What is _____?
My favourite movie is *Sholay*.
- v. How do you _____?
I like to stay active by playing sports.

Q3 b) Complete the following passage with either the present perfect or past simple tense of the verbs in brackets (10 x 1=10 mark)

Effective communication is like an intricate dance, where participants must move in harmony to convey ideas, share information, and build connections. Without proper communication, misunderstandings arise and relationships can become strained. To ensure that messages are accurately (1) _____ (receive), it's essential to actively listen to others, absorbing not only their words but also the emotions and intentions underlying them. This process of active listening (2) _____ (lay) a solid foundation for responding thoughtfully and appropriately.

In addition to listening, the ability to (3) _____ (express) thoughts clearly is paramount. When thoughts are (4) _____ (articulate) with precision, they can be understood without ambiguity. This clarity (5) _____ (avoid) unnecessary confusion and ensures that the intended message is conveyed as intended. Furthermore, skilled communicators can tailor their message to suit their audience, adapting their tone, vocabulary, and style to resonate effectively.

In the realm of professional communication, negotiation and conflict resolution (6) _____ (take) center stage. Adept communicators can ease tensions and find common ground, transforming disputes into opportunities for compromise and collaboration. By (7) _____ (employ) empathy and understanding, they (8) _____ (generate) solutions that satisfy all parties involved.

In conclusion, effective communication is a multifaceted skill that (9) _____ (require) individuals to employ a variety of verbs, from listening and articulating to (10) _____ (adapt) and resolving. By honing these skills, individuals can navigate the intricate web of human interaction with finesse, nurturing relationships and fostering success.

Q3 c) Complete these sentences with the correct comparative or superlative form of the adjectives in brackets (5 x 1=5 marks)

- i. The view from the mountaintop is absolutely breathtaking, making it the _____ (beautiful) sight I've ever seen.
- ii. The cake she baked was so delicious that it earned the title of the _____ (tasty) dessert at the party.
- iii. The Grand Canyon is the _____ (deep) and most awe-inspiring natural wonder in the world.
- iv. The marathon runner was the _____ (fast) among all the participants, securing a new record time.
- v. This antique store has the _____ (extensive) collection of vintage books I've ever come across.

Q4 Write a report of an event organized for the Independence Day in your institution. Describe the following details: (20 marks)

- i. The event timeline
- ii. Major activities organised
- iii. Response of the public
- iv. Your contribution to the event

Q5 Write a dialogue between two co-workers talking about an important project centering on the increasing role of technology. (20 marks)