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BEGS-186

**BACHELOR OF ARTS (GENERAL)
(BAG)**

Term-End Examination

June, 2023

BEGS-186 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : *Answer all questions.*

1. Read the following passage carefully and answer the questions given below it :

It is rare to find someone with good technical and communication skills. You can get far ahead of your colleagues if you combine the two early in your career. People will judge, evaluate, promote or block you based on your communication skills. Since habits form by repeating both good and bad forms of communication, learn to observe great

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communicators and adapt their styles and traits in written and verbal forms. The art of listening and learning from each interaction is another secret recipe. Develop the subconscious habit of listening to yourself as you speak and know when to pause.

Learning what not to say is probably more important than learning what to say. As your career develops, you will realise that the wise speak less. Speak when you have value to add, else refrain. Poorly constructed e-mails with grammatical errors are acceptable between friends but they should be seriously avoided while communicating formally with seniors. Avoid any communication in an emotional state when you might say things you will regret later. One unnecessary word uttered at the wrong time or place can ruin a relationship, career or even your life such is the power of

words. If such a thing happens, you should apologise immediately, else it may haunt you for life.

Another problem to overcome is speaking too fast since our minds are working faster than our speech, We are always inclined to speak fast.

This does not necessarily mean that the person hearing it will get it any faster. On the contrary, it is always the reverse. So, slow down, think before you speak. “When I get ready to speak to people,” Abraham Lincoln said,

“I spend two thirds of the time thinking what they want to hear and one third thinking what I want to say.” Add humour as it is also essential. But realise that not all jokes are funny and observe certain boundaries. Never

say anything that could off end. Remember you are not a comedian who must offend as many people as you can to be witty.

- (A) (i) Why is it necessary to have good communication skills ? 2
- (ii) How can communication skills be developed ? 2
- (iii) What according to the writer should be avoided while communicating ? 2
- (iv) Why do you think you should be careful when you tend to be humourous ? 2
- (v) Why is the art of listening in communication important ? 2
- (B) Pick out words from the passage which mean the same as the following : 1×6=6
- (i) Estimate
- (ii) Quality
- (iii) Speak

(iv) Trouble

(v) Essentially

(vi) Spoken

(C) What did you learn from the above passage ? Elaborate your views on it. 4

2. Write short notes on any *two* of the following.

Give examples : 2×10=20

(i) Importance of body language

(ii) Characteristics of effective communication

(iii) What is internal communication ?

(iv) Communication as a key concept in the corporate and global world.

3. (a) Fill in the blanks with the correct tense of verbs in the brackets : 10

Business communication is the communication that (deal) with the promotion of a product. In this sense, a product may be anything a company or an

organization (produce) including its services. It may also (include) the organisation itself. Business communication therefore (mean) the passing of information from one end of a supply chain to another. This (display) that communication can also be between the consumer and producer. This work (review) the role, effects and trends of business communication in a business environment. Employers and workers are (know) to benefit from top-notch communication skills. Effective communication skills (bring) about good rapport by establishing familiarity. The establishment of familiarity (develop) trust with clients and not (forget) the rivals.

- (b) Here are the answers to some questions. 5

Frame the questions using Wh-words :

When

I secured the admission in 2010.

How

I secured 90% marks in High School.

Where

My college is in Southern part of the city.

When.....

My classes will commence from next month.

How

I take the metro to reach the college.

- (c) Complete the sentences with the correct comparative or superlative form of the adjectives in brackets : 5

India is the second (large) country according to population.

Telephone is the (quick) way to communicate these days.

The nights are (cool) than the days during winters.

The armchair is (comfortable) than the old one.

The restaurant is (busy) during the lunch hour.

4. You have been appointed as an intern at Google. Write an e-mail to your friend informing about your experience : 20
- describing new workplace.
 - challenges that you face there.
 - explain your duties and job profile.
5. Write a dialogue between two friends discussing peer pressure at their college/hostel.