

No. of Printed Pages : 8

BEGS–186

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

Term-End Examination

June, 2024

BEGS–186 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : *All questions are compulsory.*

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

Learning is an intricate process, and it takes place through a myriad of avenues. While traditional classroom education is a fundamental method, the world offers a vast array of ways for individuals to acquire knowledge and skills.

One of the most conventional methods of learning is formal education. Students attend schools, colleges, and universities to gain

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structured knowledge imparted by teachers and professors. This form of learning often follows a curriculum and assessment system.

In recent years, online learning has gained significant traction. With the internet's ubiquity, learners can access a wealth of information through online courses, tutorials, and educational websites. This flexibility allows individuals to customize their learning experiences and pace.

Experiential learning is another impactful approach. It revolves around hands-on experiences and practical application. Learning by doing, as seen in internships, apprenticeships, and on-the-job training, fosters a deeper understanding of concepts and skills.

Self-directed learning empowers individuals to take control of their education. Through books, research, and resources, they explore subjects of interest independently. This method

enhances self-discipline and the ability to acquire knowledge autonomously.

Furthermore, collaborative learning thrives on interaction with peers. Group projects, discussions, and study sessions encourage shared insights, diverse perspectives, and collective problem-solving. Such interactions are valuable for building teamwork and communication skill.

Another unconventional but effective approach is learning through travel and exploration. Venturing into new cultures and environments can provide profound lessons in History, Geography, and Social Sciences. Travellers often gain cultural competence and a global perspective.

A. Now answer the following questions :

2 each

- (a) What are some conventional methods of learning mentioned in the passage ?
- (b) How has the internet transformed the landscape of learning ?

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- (c) Describe experiential learning and its advantages.
 - (d) Explain self-directed learning and why it's valuable.
 - (e) What benefits does collaborative learning offer, according to the passage ?
- B. Pick out words from the passage which mean the same as the following : 1 each
- (a) Estimate
 - (b) Quality
 - (c) Speak
 - (d) Trouble
 - (e) Essentially
 - (f) 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 : 20
- (i) The emergence of communication as a key concept in the corporate and global world.

- (ii) What is communication ?
 - (iii) Importance of Soft Skills.
 - (iv) Characteristics of effective communication.
3. (a) Complete the following company profile with either the correct tense of the verbs in 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 organization itself. The relay of communication within the business or the organization can also deal with legal issues.

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 the manufacturer. Communication in the

workplace should be effective such that good communication skills are (enhance). This work (review) the role, effects, and trends of business communication in a business environment.

Good interpersonal and communication skills can make a person's career prosper. 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 brings about trust with clients and co-workers and not (forget) the rivals.

(b) Here are the answers to some questions.

What are the questions ? 5

Where..... ?

Rohit secured admission in ABC college.

How..... ?

Rohit scored 90% in high school.

Where..... ?

His college is in the southern part of the city.

When..... ?

His classes will commence from next month.

How..... ?

He takes the metro to reach the college.

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

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

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

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

(iv) This Armchair is (comfortable) than the old one.

(v) The restaurant is (busy) during the lunch hour.

4. You have just been appointed as an intern at Google. Write an e-mail to your friend informing her about this new experience. 20
- Describe the new workplace.
 - Outline the challenges that you face there.
 - Explain your duties and job profile.
 - Share the professional work environment of your job.
5. Dialogue between *two* friends discussing future career options. 20