

Bachelor of Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

BCOLA -138: BUSINESS COMMUNICATION

ASSIGNMENT

2022-2023

Valid from 1st January 2023 to 31st December 2023

Fourth Semester



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



**BACHELOR OF COMMERCE
BCOLA -138: BUSINESS COMMUNICATION**

ASSIGNMENT: 2022-23

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course. The assignment has been divided into three sections. Section A Consists of long answer questions for 10 marks each, Section B consists of medium answer questions for 6 marks each and Section C consists of short answer questions for 5 marks each.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in December 2023 Term End Examination they have to submit latest by in 15th October 2023.
2. Those students who are appearing in June 2023 exams. They have to submit the same latest by 15th March 2023.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOLA -138
COURSE TITLE	:	BUSINESS COMMUNICATION
ASSIGNMENT CODE	:	BCOLA -138/TMA/2022-23
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- Q.1** What is meant by oral communication? Discuss its advantages and disadvantages. How can oral communication skills be improved? **(2+4+4)**
- Q.2** “Communication is the lifeline of a business organisation”. Elaborate. **(10)**
- Q.3** Briefly discuss the arrangement of a business letter. **(10)**
- Q.4** What is postal life insurance scheme? Describe its salient features. **(6+4)**
- Q.5** Discuss in detail various types of reports. **(10)**

Section – B

- Q.6** What is meant by feedback? Explain your answer with the help of a suitable example. **(6)**
- Q.7** Define the term quorum and explain what constitutes a quorum. What steps should a chairman take if quorum is absent or not maintained throughout the meeting? **(2+2+2)**
- Q.8** State the characteristics of a good précis. **(6)**
- Q.9** Giving suitable examples, discuss the characteristic features of affiliate marketing? **(6)**
- Q.10** Describe salient features of video conferencing. **(6)**

Section – C

- Q.11** Distinguish between the following: **(10)**
- a) Internal communication and external communication
 - b) Telegram and cablegram
 - c) Public meeting and private meeting
 - d) Annual Equivalent rate and annual percentage rate
- Q.12** Write short notes on the following: **(10)**
- a) Proxemics
 - b) Money order
 - c) Amendments
 - d) Thinking outside the box