

BEGE-104

Bachelor's Degree Programme(BDP)

ASSIGNMENT
(For July 2024 and January 2025 Sessions)

ELECTIVE COURSE IN ENGLISH (BEGE-104)
English for Business Communication



School of Humanities
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110 068

Elective Course in English
English for Business Communication (BEGE-104)
Programme: BDP Course Code: BEGE-104/2024-25

Dear Student

You will have one assignment for the Elective Course in English BEGE-104 English for Business Communication, which will be a Tutor Marked Assignment (TMA) and will carry 100 marks.

Aims: This assignment is concerned mainly with assessing your application and your understanding of the course material. You are not required to reproduce chunks of information from the course material but to use the skills of critical appreciation that you may have acquired during the course of study. This assignment aims to teach as well as to assess your performance.

Instructions:

Before attempting the questions please read the following instructions carefully.

1. Read the detailed instructions about the assignments given in the Programme Guide for Elective Courses.
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 size paper for your response and tag all the pages carefully.
5. Write the relevant question number with each answer.
6. You should write in your own handwriting.
7. **Submission:** The completed assignment should be sent to the Coordinator of the Study Centre allotted to you by 30th Sept, 2024 (if enrolled for the July 2024 Session) and 31st March 2025 (if enrolled in the January 2025 Session)
8. Please read the instructions given in your Programme Guide.

Now read the following guidelines carefully before answering 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 units 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 summarise your response to the question. In the course of your answer, you may like to make references to other texts or critics 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 your 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.

You may be aware that **you need to 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!

BEGE-104
English for Business Communication
Assignment 2024-25

Course Code: BEGE-104/2024-25

Max. Marks: 100

Attempt all the questions.

1. The student council in your college is organising a blood donation camp in the campus. As the president of the council, write a notice for the college notice board giving the necessary information in about 100 words.

10

2. Complete the sentences with the correct participle forms of the verbs. Choose from the list given below.

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cook, write, prefer, move, travel, buy, rise, make, sing, spend

- a. The delicious smell coming from the kitchen is making me very hungry. What is being _____ ?
- b. He _____ a novel. It will be published next year.
- c. In this locality, people _____ to walk in the evening.
- d. They were trying to board a _____ train.
- e. Shikha has spent many years _____ around the world.
- f. When he was a toddler, his mother _____ a house.
- g. The water level _____ and it will soon reach the island.
- h. Mariam _____ many plans but I think only one will work.
- i. Leena _____ since 2004.
- j. We _____ 5000 rupees on books this month already.

3. Your mobile phone is broken. Write a dialogue between you and a mobile phone technician for the purpose of repairing your phone.

10

4. Make a telephone conversation for **any one** of the situations given below:

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- a. Your uncle is visiting you. Your father has asked you to call your uncle and ask whether he has arrived or not.
- b. You are working at a restaurant. Receive a call from a customer for home delivery of food.

5. Rewrite the following sentences using the passive form. First one is done for you as an example.

5

They wrote the report in a terrible hurry.
The report was written in a terrible hurry.

- a. We will prepare the report in the meeting.
- b. Someone sold the car to me.

- c. The committee called on Suresh to explain the modified presentation.
- d. All his friends supported his plans.
- e. You should note down all the points discussed in the meeting.

6. Complete these words or expressions using the words below.

5

Across, out, over, up, above.

- a. The mountains stand _____ the clouds..
- b. He looked _____ from his book when I entered the room.
- c. I ran _____ of milk, so I needed to go to the store.
- d. The bridge goes _____ the river.
- e. The cat jumped _____ the table.

7. Write short notes on any **two** of the following:

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- i. Email etiquette
- ii. Essentials of a business letter
- iii. Body language
- iv. Features of a Memo

8. In the following memo the linking words and phrases are missed out. Choose the most appropriate word or phrase from the ones given.

10

While, Also, Therefore, In addition to, Otherwise, Furthermore, At first, In conclusion, Namely

Memo from: Marketing Manager

To: Sales Team

Date: 15th February 2024

Ref No.: MM/24/02

This month we're launching a new product line aimed at a younger demographic (i). _____ the target audience is familiar with our brand, they may not be aware of these specific products. Their purchasing habits also differ, relying heavily on online reviews and social media recommendations. (ii) _____, it's crucial to develop a targeted marketing campaign to generate excitement and brand awareness. (iii) _____ a limited television advertising budget, we should focus on creating engaging social media content that resonates with this younger audience.

(iv) _____, influencer partnerships can be particularly effective in reaching this demographic. They trust the recommendations of individuals they follow online, and these partnerships can create a sense of authenticity and excitement. We can also leverage user-generated content challenges and interactive polls to build anticipation for the launch. This allows potential customers to engage with the product and brand in a fun and interactive way.

(v) _____, this targeted marketing campaign will leverage social media and influencer partnerships to create excitement and brand awareness for the new product line amongst our younger demographic.

9. Write a note on language and style of minutes of formal meetings. 10

10. Change the words in bold into direct speech. 10

During our interview with Sarita Jain, a candidate for the Software Engineer position, we discussed her technical skills and experience. (a) She mentioned that she **had a strong background in programming languages like Java and Python**, (b) and she highlighted her **experience working on various web application development projects**.(c) When asked about her problem-solving approach, she said that(d) she **preferred a collaborative approach, working with teammates to brainstorm solutions**, (e) and she emphasized her **ability to think critically and break down complex problems**.

11. Complete the sentences with suitable phrasal verbs: 10

put off, ran into, catch up, set off, sign up for, turn up, hand in, run out of, look after, turn down.

a) I need to _____ on some work I missed while I was on vacation.

b) We _____ an old friend at the coffee shop yesterday.

c) We may have to _____ his request.

d) The train _____ on time at 8:00 am.

e) Due to bad weather, we had to _____ our trip for a few days.

f) We _____ the online course last week and it starts tomorrow.

g) Please _____ your assignment before the deadline.

h) Who is going to _____ your mother?

i) We might _____ milk before the grocery delivery arrives.

j) Did everyone _____ for the meeting this morning?