

Bachelor of Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

BCOLA -138: BUSINESS COMMUNICATION

ASSIGNMENT

2021-2022

Valid from 1st January 2022 to 31st December 2022

Fourth Semester



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



**BACHELOR OF COMMERCE
CHOICE BASED CREDIT SYSTEM
BCOLA -138: BUSINESS COMMUNICATION**

ASSIGNMENT: 2021-22

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 10 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 June 2022 Term End Examination they have to submit latest by in 15th March 2022.
2. Those students who are appearing in December 2022 exams. They have to submit the same latest by 15th October 2022.

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/2021-22
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- Q.1 Highlight the importance of communication in a business organization. Describe briefly various types of communication channels. **(5+5)**
- Q.2 Explain different types of non-verbal communications giving suitable examples. **(10)**
- Q.3 Discuss the role of communication in the smooth running of a business organization. **(10)**
- Q.4 With the help of appropriate examples highlight the application of modern technology in communication. **(10)**
- Q.5
- a) You are the owner of a book shop. Write a letter to Messers XYZ, Agra requesting for the catalogue of their publications in commerce. **(5+5)**
 - b) Write a complaint to Messers XYZ, Aligarh informing them about the supply of two broken sets of tea sets and making the adjustment of the price of these sets in the next order.

Section – B

- Q.6 Distinguish between formal and informal channels of communication in an organization. **(6)**
- Q.7 Explain different types of publicity materials for a business house. **(6)**
- Q.8 What is meant by agenda? How is it prepared? **(3+3)**
- Q.9 Explain the following: **(2x3)**
- a) Affiliate marketing
 - b) Brand
 - c) Disinvestment
- Q.10 How will you evaluate a job advertisement? **(6)**

Section – C

Q.11 Distinguish between the following: **(10)**

- a) Oral and written communication
- b) Upward and downward communication
- c) Notice and Resolution
- d) Accounts payable and accounts receivable

Q.12 Write short notes on the following: **(10)**

- a) Paralanguage
- b) Precis
- c) Postal services
- d) Video Conferencing