

Bachelor of Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

BCOLA -138: BUSINESS COMMUNICATION

ASSIGNMENT

2023-2024

Valid from 1st January 2024 to 31st December 2024

Fourth Semester



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



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

ASSIGNMENT: 2023-24

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 2024 Term End Examination they have to submit latest by in 15th October 2024.
2. Those students who are appearing in June 2024 exams. They have to submit the same latest by 15th March 2024.

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/2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

- Q.1** Explain main characteristics of business communication. **(10)**
- Q.2** Describe modern technologies used for business communication. **(10)**
- Q.3** What is meant by ‘Notice’? State the points which should be kept in view before issuing notice of a meeting. **(10)**
- Q.4** What is meant by a conference call? Describe important preparations made for a conference call. **(10)**
- Q.5** Explain different points to be given in the application for a job. **(10)**

Section – B

- Q.6** Describe 10 principles of effective communication. **(6)**
- Q.7** “Paralanguage is a non-verbal communication, but it is always used in conjunction with a verbal communication”. Elaborate. **(6)**
- Q.8** “A good letter is one which is clear and brief”. Comment. **(6)**
- Q.9** What are the various principles of report writing? **(6)**
- Q.10** What is Digital India? Discuss its goals. **(6)**

Section – C

- Q.11 Distinguish between the following:** **(10)**
- a) Encoding and Decoding
 - b) Intrapersonal Barriers and Interpersonal Barriers
 - c) Money order and Telegraphic Money order
 - d) Motion and Resolution
- Q.12 Write short notes on the following:** **(10)**
- a) Kinesics
 - b) Agency Letters
 - c) Ballot
 - d) Affiliate Marketing