

BEGS- 186

**B. A GENERAL
(BAG)**

**ASSIGNMENT
(July 2024 – January 2025)**

**(BEGS-186)
Business Communication**



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

ASSIGNMENT
For
BUSINESS COMMUNICATION
(BEGS-186)

Programme: BAG/2024-25
Course Code: BEGS- 186

Dear Student,

You are required to do one assignment for the course in English titled *Business Communication* Code BEGS-186, which will be a Tutor Marked Assignment (TMA) and carries 100 marks. Each assignment covers the entire course.

Aims: This TMA is concerned mainly with assessing your application and understanding of the course material. You are not required to reproduce chunks of information from the course material but to apply the information you have acquired during the course of study. This assignment aims to teach as well as to assess your performance. Please ensure that you read all the units of the course. Do make points as you go along. If there is anything you do not understand, please ask the Counsellors at your Study Centre for clarification. Once you are able to do the assignment satisfactorily, you will be ready to take the Term-end exam with confidence.

Instructions: Before attempting the assignment, please read the following instructions carefully.

1. Read the detailed instructions about the assignment given in the Programme Guide.
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 paper size for your assignment and tag all the pages carefully.
5. Write the relevant question number with each answer.
6. You should write the answer in your own handwriting.

7. **Submission:** The completed assignment should be sent to the Coordinator of the Study Centre allotted to you by **31st March 2025 (for July 2024 Session) & 30th September 2025 (for Jan 2025 Session)** or the dates given the IGNOU website Please read the instructions given in your Programme Guide.

Now read the following guidelines carefully before answering the 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 points 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. **Oganisation:** 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 summarize your response to the question. In the course of your answer, you may like to make references to other texts or books 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 the 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.

Note: Remember that you must 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!

BEGS-186
BUSINESS COMMUNICATION
ASSIGNMENT July 2024 - January 2025

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

Climate change is one of the most pressing challenges facing humanity today. It is primarily driven by the increase in greenhouse gases, such as carbon dioxide, methane, and nitrous oxide, which trap heat in the Earth's atmosphere. The consequences of climate change are far-reaching, affecting ecosystems, weather patterns, sea levels, and human health. From more frequent and severe natural disasters like hurricanes and wildfires to the melting of polar ice caps and the rising sea levels that threaten coastal communities, the impact of climate change is becoming increasingly evident.

One of the primary contributors to climate change is the burning of fossil fuels, such as coal, oil, and natural gas, for energy. This process releases significant amounts of carbon dioxide into the atmosphere. Deforestation also plays a major role, as trees that absorb carbon dioxide are cut down, reducing the planet's ability to regulate the amount of carbon in the atmosphere.

To mitigate the effects of climate change, a multi-faceted approach is needed. First and foremost, reducing the dependence on fossil fuels by transitioning to renewable energy sources, such as solar, wind, and hydropower, is crucial. These alternatives generate energy without emitting greenhouse gases. Additionally, reforestation and afforestation efforts can help absorb carbon dioxide from the atmosphere, restoring the natural balance.

Another important solution is improving energy efficiency in buildings, transportation, and industry. By using energy more wisely, we can reduce overall greenhouse gas emissions. Moreover, governments and businesses can implement policies and incentives to promote sustainable practices, such as carbon pricing, which charges polluters for the amount of carbon they emit, encouraging them to reduce their emissions.

It may be argued that individuals can play a role by adopting more sustainable lifestyles. Simple actions, such as reducing energy consumption, using public transport, recycling, and supporting

environmentally friendly products, can collectively make a significant difference in combating climate change.

Questions

2x5

1. What are the primary causes of climate change as mentioned in the passage?
2. Explain how deforestation contributes to climate change.
3. What are the proposed solutions to reduce the impact of climate change according to the passage?
4. Why is energy efficiency important in combating climate change?
5. How can individuals contribute to mitigating climate change?

A. Pick out words from the passage which mean the same as the following :

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- a. Consequences
- b. Emissions
- c. Contributors
- d. Mitigate
- e. Transition
- f. Sustainable

B. What do you learn from the above passage ? Elaborate your views on it.

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2. Write short notes on any two of the following. Give examples:

2×10=20

Significance of non-verbal communication.

Effective telephone Skills

Role and importance of feedback.

Contrasts between formal and informal communication styles.

3. a. Complete the following blank spaces with the correct tense of the verbs given in brackets.

15

Upon the meadow green and wide, Where the gentle breeze _____ (whisper) a lullaby,
Two lovers _____ (sit) hand in hand, their hearts _____ (beat) as one,
As the sun _____ (paint) the sky in shades of pink and gold.
The flowers _____ (bloom) in vibrant hues, their fragrance _____ (fill) the air,
Their laughter _____ (ring) out like music, their smiles _____ (light) up the day,
They _____ (watch) the clouds drift by, their dreams _____ (take) flight,
In this moment, time _____ (stand) still, their love _____ (know) no bounds.
With each passing moment, their bond _____ (grow) stronger,
Their whispers _____ (carry) secrets, their promises _____ (bind) tight,

3 b: Complete the following sentences with the comparative or superlative form of the adjective in brackets. 5

1. Choose the (heavy) _____ object from the following options: a brick, a feather, or a rock.
2. Which athlete is (fast) _____ in the marathon race?
3. Among all the seasons, winter is (cold) _____.
4. Identify the (tall) _____ building in the city skyline.
5. Who is the (intelligent) _____ student in the class?

- (most intelligent)

4. You have been selected for the Indian Badminton team. Write a note to your friend about this achievement in about 250 words: 20

- Describe your discipline and ways of preparation.
- Outline your career goals
- Talk about your larger social vision,

5. Write a dialogue between two college friends discussing the benefits and challenges of pursuing higher education abroad. 20