

ASSIGNMENT BOOKLET

Certificate in Communication and IT Skills programme (CCITSK)

**Course: English Communication/ Communication
Skills**

Course Code: BPOI-006

For January 2022 session

For July 2022 session



School of Vocational Education and Training
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110 068

Course BPOI-006: English Communication/ Communication Skills CCITSK programme

Dear Student,

We hope you enjoyed reading the course and found it useful in applying it in your communication with others.

In order to help you understand the material better and prepare you for the final examination later, we have an assignment for this course. This assignment is a Tutor Marked Assignment (TMA) and carries 100 marks.

Aims: The TMA is mainly concerned with your ability to understand the material and apply it meaningfully in real-life interactions. These assignments are as much a teaching device as a testing tool.

Guidelines: You will be required to answer the questions which are based on the units and your understanding and practice of the activities.

As in day-to-day life, planning is important in doing the assignments well. Read the assignments carefully; go through the units on which they are based and jot down some points regarding each question. Prepare a rough draft of the answers.

Make sure that your answer:

- a) is written in simple and correct English,
- b) is written neatly and clearly,
- c) reflects your understanding of the units.

You will be evaluated on the following criteria:

- fulfilling and completing all aspects of the task/question,
- how you have dealt with your ideas,
- whether you used appropriate linkers when required,
- did you make adequate use of paragraph when required,
- range and correctness of vocabulary,
- accuracy of grammatical structures.

Please remember that it is compulsory to submit your assignments before you can take the Term End Exams. **Please submit your 'Assignment' at your 'Study Centre'**. Also remember to keep a copy of your assignments with you and do take a receipt from your Study Centre when you submit the assignments. In the event that you do not have a study centre in your city/region, please forward it to **"The Programme Coordinator, SOVET, Block No 15 E, First Floor, New Academic Building, IGNOU, Maidan Garhi, New Delhi 110068**

Last Date for Submission of Assignment (or as and when notified by University)

For June Exam

31st March

For December Exam

30th September

Good Luck!

Course: BPOI-006

Max Marks : 100

Weightage in TEE : 20 %

Pass marks : 40%

Answer all questions.

1 Read the passage given below and answer the questions that follow:

Background information: Concept of Business Communication

If the communication is related to the business activities, it is called Business communication, i.e. when two or more parties communicate in relation to the business affairs, it is termed as the business communication. The concept of business communication is not just a message or a conversation, instead its connotations extends beyond it and covers many aspects. It is a complex thing and in simple words it is the lifeline of an organization. In fact, it covers almost everything in the workplace, communication among individuals and teams, planning of any activity, implementation of the strategy and reporting of the success. Unlike personal communication, business communication always has an end goal.

Business communication can be defined “as a process in which business related ideas, plans, strategies, messages, etc. are exchanged among different stake holders, namely manufacturers, suppliers, retailers, buyers and government agencies, etc.” Effective and speedy business communication is imperative for the success of an enterprise. Thus “any exchange of information concerning business between two or more stakeholders is business communication”.

In this age of globalization and fierce competition, business communication regarding the new products plays an important role in influencing and capturing the markets and attracting the customers. For example, if a company launches a new model of its car, it will have to adopt multi-pronged strategy to popularise its model. Each strategy will be based on extensive use of different modes of business communication. It will use visual media, such as TV for advertising it. At the same time, it will use social media, such as YouTube, Facebook, Twitter, Instagram, etc. to bring it to the notice of the consumers. On the other hand, it can send e-mails, SMS, etc. to the potential customers.

In recent times, space research is emerging a new field of not only enterprise but also of business. Indian Space Research Organization (ISRO) is also playing a leading role in this field by launching satellites of a number of countries on commercial basis for different purposes, such as climate monitoring, communication, etc. The effective communication network is absolutely necessary in this endeavour for monitoring different stages of the launching rocket. Recently, American space research agency, National Aeronautics and Space Administration (NASA) sent a space craft Perseverance for exploring the surface of Mars. From these examples, you can imagine the importance of communication. The **International Space Station (ISS)** is a modular space station (habitable artificial satellite) in low Earth orbit. It is a collaborative project of USA, Russia, Japan, European Union and Canada. Astronauts visit ISS and stay there for doing research. They are in constant touch with their space research organizations on Earth.

Answer the following questions:

- i. Explain the concept of Business Communication. 3
 - ii. Define business communication. 2
 - iii. "Communication" is the lifeline of a business organization".Elaborate.3
 - iv. Write antonyms for **Imperative & Endeavour** 2
- 2. What would you say in the following situations? Write a short conversation/ dialogue of about 5 turns on the following: 10**
- Your grandfather is flying in from Dubai this afternoon and you need to leave early to pick him up from the airport. Ask permission from your boss.
 - A friend says to you 'You look so tired'. Give reasons to your friend.
- 3. Write in 100-150 words on any one of the following topics: 10**
- Write an email to the Finance Officer in ABC Company stating that there is a mismatch in prices and goods in purchase order and invoice. Seek clarification on what to do next.
 - You are the project manager of a company which wants to establish a retail outlet in a metro city. Write the draft of an e-mail to be sent to your subordinates inviting their suggestions on four specific points.
- 4. Frame question to which the following may be answers. 5**
- (i) My father was a doctor.
 - (ii) The company made a profit of 20 crores in the last year.
 - (iii) I am going to Lucknow in the summer holidays. (Begin with ' Where)
 - (iv) He took twenty days' leave last year. (Begin with ' How)
 - (v) No, I have never been abroad.
- 5. Rewrite the following sentence in the passive voice. 5**
- (i) I have clarified my stand long back.
 - (ii) The terrorists are killing innocent people.
 - (iii) The invigilator did not allow the candidates to leave the examination hall early.
 - (iv) The vice chairman is going to preside over the meeting.
 - (v) Ten foreign delegates attended the conference.
- 6. Fill in the blanks in the following sentences choosing the appropriate verbs from the ones given in brackets. 5**
- (i) The number of visitors (were, was) much larger than expected.
 - (ii) If you (won, win) the lottery you would be a rich man.
 - (iii) Each of the laboratories (is, are) well equipped.
 - (iv) The poets and the dramatists (are, is) being honoured.
 - (v) Ten miles (are, is) a long distance to cover on foot

7. As a Secretary of Dela Computers, write a 10 notice to all members informing them about the date, time and venue of the Annual General Meeting (AGM). **10**

8. Fill the gaps with **in, on** or **at**. **5**

- i There's a ticket machine.....the entrance to the metro station.
- ii Chattarpur tube station is.....the Yellow Line of Delhi Metro.
- iii Delhi Metro Fares are calculated based the origin and destination stations using a fare chart.
- iv Refundable deposit of ₹50 must be paid.....the time of purchasing the card.
- v Pradeep found a Norwegian flag.....the South Pole.

9. **Pick out the correct form of the verbs:** **10**

- i In the UK today, the number of women in work *reached/has reached* nearly 50% of the working population.
- ii In the 1950s and early 1960s, very few women *went/have gone* out to work.
- iii In those days, husbands often *didn't let/haven't let* their wives get jobs.
- iv Today the situation *changed/has changed* a lot.
- v In the 1970s, new laws *made/have made* employers offer women and men equal pay and conditions.
- vi Several changes in the present law *gave/have given* women today better conditions than before.
- vii However, women's average salaries at the moment *didn't rise/haven't risen* to average level of men's salaries.
- viii This is partly because the biggest increase in work for women in the last 20 years *was/has been* in part-time jobs.
- ix It is also because most of today's women *didn't climb/haven't climbed* to higher levels of management.
- x Most of the women *didn't try/haven't tried* to do so either.

10. You are a group of 4 friends, interested in visiting Srilanka. You have seen an advertisement of Paul Travels on the web. Write an email to them to enquire about a one week trip to Srilanka. Ask about the following: **10**

- Place you should visit
- Accommodation
- Organization of sightseeing
- Total cost per head

11. Fill in the blanks with the correct form of the verb given in brackets. 10

- i The carsparked on the street ahead. (is/are)
- ii The carpeta lot of stains. (has/have)
- iii The Trade Union Members' Meetingbeing held in the Conference Room. (is/are)
- iv Fifteen years.....a very long time! (is/are)
- v Neither her father nor her mothervery tall. (is/are)
- vi Either this woman or that man.....stolen the watch. (has/have)
- vii At the party, everyone.....well dressed. (was/were)
- viii Baked beans and toast.....my favourite dish for breakfast. (is/are)
- ix Many childreninjured in the accident. (was/were)
- x Something.....amiss in this room. (seem/seems)

12. Mark the stressed syllables in the following words 10

- i America American
 - ii Canada Canadian
 - iii Australia Australian
 - iv Austria Austrian
 - v Belgium Belgian
 - vi Brazil Brazilian
 - vii China Chinese
 - viii Germany German
 - ix Hungary Hungarian
 - x India Indian
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