

# **Bachelor of Commerce**

**B.Com**

**CHOICE BASED CREDIT SYSTEM**

**BCOLA -138: BUSINESS COMMUNICATION**

**ASSIGNMENT**

**2021-2022**

**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 2021 Term End Examination they have to submit latest by 15<sup>th</sup> March 2021.
2. Those students who are appearing in December 2021 exams. They should download the new assignment and submit the same latest by 15<sup>th</sup> October 2021.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

## TUTOR MARKED ASSIGNMENT

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<b>PROGRAMME CODE</b>	<b>:</b>	<b>B.COM</b>
<b>COURSE CODE</b>	<b>:</b>	<b>BCOLA -138</b>
<b>SEMESTER</b>	<b>:</b>	<b>FOURTH</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>BUSINESS COMMUNICATION</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>BCOLA -138/TMA/2021-22</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

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**Maximum Marks: 100**

**Note: Attempt all the questions.**

### Section – A

- Q.1** Explain basic elements and characteristics of business communication. **(10)**
- Q.2** Differentiate between verbal and non-verbal communications. What are the advantages and disadvantages of verbal communications? **(10)**
- Q.3** Highlight the importance of public relations in an organization. Describe different types of publicity materials. **(10)**
- Q.4** Describe basic essentials of a business letter. **(10)**
- Q.5** What is meant by a conference call? Describe different preparations to be made before arranging a conference call. **(10)**

### Section – B

- Q.6** Explain intrapersonal barriers to communication. **(6)**
- Q.7** What are the essential factors that one should follow to be effective in oral communication? **(6)**
- Q.8** Explain the importance of internal and external business communications. **(6)**
- Q.9** Describe briefly modern technologies of business communication. **(6)**
- Q.10** Write a letter to Messer's Modern Publishers, Meerut requesting for sending the catalogue of B. Com. books. **(6)**

**Section – C**

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

- a) Verbal and non-verbal communications
- b) Oral and written communications
- c) Horizontal and diagonal communications
- d) Report and Precis

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

- a) Methods for satisfaction and retention of customers
- b) Selection of communication channel
- c) Minutes of a meeting
- d) Postal services