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BEGS-186

**BACHELOR OF ARTS (GENERAL)
(BAG)**

Term-End Examination

December, 2022

BEGS-186 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : Answer *all* questions.

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

The term communication has been taken from the term “communes”, a Latin word meaning common. The commonness of understanding forms a vital component of all kinds of interactions and communication. If the understanding is not common, then communications create more misunderstandings. It makes people directionless. It forms one of the essential tools that help people to connect.

P. T. O.

communication is the transfer of a person's thoughts in the way of talking or writing to another person. Communication has four actions that are encoding, sending, receiving and decoding. The sender encodes the information and transfers it to the receiver. The receiver gains the information from the sender, decodes it and understands the message.

The process of communication has five components namely sender, message, medium, noise and receiver. Telephones written memos, e-mails, text messages and faxes are communication methods other than talking face to face with a person. The transfer of information and message from a sender to receiver may be influenced by a range of things like emotions, medium of conservation, cultural situation, upbringing and even a person's location.

Communication has more to do with the mere transmission of information. It requires an element of success and correct body language in

transmitting and imparting messages. Two people may read the same message differently based on the choice of words used in communication. The body language of a person plays a significant role in the act of communication.

There are different communication categories—verbal non-verbal, written, visualisation. Misunderstanding can occur at any stage of communication. Effective communication depends on minimising potential misunderstandings and overcoming any barriers to make a healthy conversation.

These are five good communication skills that each individual should possess; they are listening, which forms an essential aspect of communication which helps the listener understand how the speaker feels while conversing. Straight talking helps to avoid serious communication gaps. Non-verbal communication helps a person to connect with others and make relationships better.

Stress management and emotional control play an essential role in communication. Controlling emotions and stress can help a person avoid regretting individual decisions made, which might cause a failure in future.

Answer the following : 5×2=10

- (i) What is Communication ?
 - (ii) What are the various components of the process of communication ?
 - (iii) Discuss the communication skills for effective communication.
 - (iv) What is the role of body language in communication ?
 - (v) Why is feedback important in communication ?
- (b) Pick out words from the passage which mean the same as the following : 6
- (i) Important
 - (ii) Handover
 - (iii) Elements
 - (iv) Noteworthy
 - (v) Groups
 - (vi) Regulating

- (c) What did you learn about communication from the above passage ? Elaborate your views on it. 4
2. Write short notes on any *two* of the following with suitable examples : 10×2=20
- (i) Importance of verbal communication
 - (ii) Grapevine communication
 - (iii) Impact of technology enabled communication
 - (iv) Components of a job profile.
3. (a) Fill in the blanks with the correct tense of the verbs in the brackets : 10

In a certain kingdom, the king wanted to.....(see) how responsible of the citizens of his kingdom.....(are). So he had a large rock.....(place) in the middle of a roadway. He.....(hide) nearby to see how the people would react to the stone. Soon a minister.....(come) that way.....(ride) a house chariot. He became angry on.....(see) the big stone in the middle of the road. However, in stead of.....(do) anything about it, he simply.....(order) the charioteer to drive past it. 'I have a hundred more important things to attend', he.....(said) out loud.

(B) Here are the answers to some questions. Frame the questions using Wh-words : $1 \times 5 = 5$

(i) When.....

I purchased this car last year.

(ii) What.....

It costed me eight lakh rupees.

(iii) Which.....

The brand of the car is Maruti.

(iv) How.....

I started savings for the car last year.

Where.....

(v) The show-room is a few kilometres away from any home.

(c) Complete the following sentences with correct comparative or superlative form of the adjectives given in brackets : $1 \times 5 = 5$

(i) She is the.....(elder) of the three sisters.

(ii) I am feeling.....(happy) now.

(iii) Gold is.....(expensive) than silver.

(iv) She is two years.....(young) than him.

- (v) Travelling by Metro is.....(good) than travelling by car.
4. You have shifted from a rural area to urban area. Write an e-mail to your friend sharing about this movement in your e-mail (in about **250** words) : 20
- (i) Describe the new urban area.
- (ii) Explain how the rural experience is different from the urban experience.
- (iv) Invite the friend to visit the new location.
5. Write a dialogue between parents and children discussing the significance of outdoor activities (in about **250** words). 20