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BEGS-186

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

Term-End Examination

December, 2023

BEGS-186 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : *Answer all questions.*

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

In today's fast-paced and interconnected business world, effective communication is the cornerstone of success. Whether it's negotiating deals, managing teams, or building relationships with clients, businesses rely on communication as a critical tool. Effective business communication is not just about exchanging information; it's about conveying ideas, building trust, and achieving common goals. Let's delve into the key aspects of business communication.

P. T. O.

First and foremost, clarity is paramount. A successful message should be easy to understand. Avoid jargon, acronyms, or overly technical language that may confuse your audience. Use plain language that can be comprehended by a diverse range of people, both within and outside your organization.

Secondly, timing plays a crucial role. In business, being punctual is not just about showing up on time; it's also about delivering information when it's needed most. Whether it's meeting deadlines or responding to emails promptly, timeliness reflects professionalism and reliability.

Moreover, the medium of communication matters. Different situations call for different channels — emails for formal documentation, phone calls for discussions, and video conferences for face-to-face interactions when physical presence isn't possible. Choosing the right medium ensures your message reaches the intended audience effectively.

Another vital aspect is active listening. Effective communication is a two-way street. Encourage open and honest

discussions, ask for feedback, and listen attentively to what others have to say. This not only fosters understanding but also builds trust and collaboration.

Lastly, adaptability is essential. In today's globalized business landscape, one must navigate diverse cultures and languages. Being culturally sensitive and adapting your communication style to your audience demonstrates respect and helps bridge gaps.

Now answer the following questions :

2 each

- (i) Why is clarity important in business communication ?
- (ii) How does timeliness affect professionalism in business communication ?
- (iii) Give an example of when you should choose email as the medium of communication in a business context.
- (iv) Why is active listening crucial for effective business communication ?
- (v) What role does adaptability play in the context of global business communication ?

- (b) Pick out words from the passage which mean the same as the following : 1 each
- (i) Important (para 1)
 - (ii) Handover (para 2)
 - (iii) Elements (para 4)
 - (iv) Noteworthy (para 5)
 - (v) Groups (para 6)
 - (vi) Regulating (para 8)
- (c) What did you learn about Business communication from the above passage ? Elaborate your views on it. 4
2. Write short notes on any *two* of the following. Give examples : 20
- (i) Importance of verbal communication
 - (ii) What is grapevine communication ?
 - (iii) Write job profile of your sister.
 - (iv) Impact of technology-enabled communication
3. Complete the following company profile with either the correct tense of the verbs in brackets : 10
- (a) In a certain kingdom, the king wanted to _____ (see) how responsible 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 horse chariot. He became angry on _____ (see) the big stone in the middle of the road. However, instead of _____ (do) anything about it, he simply _____ (order) the charioteer to drive past it. "I have a hundred more important things to attend to," he _____ (said) out aloud.

(b) Here are the answers to some questions.
What are the questions ? 5

(i) When _____

I purchased this house last year.

(ii) It cost me ten lakh rupees.

What _____

(iii) Which _____

The brand of the car is Maruti.

(iv) How _____

I started saving for the house last year.

(v) Where _____

The showroom is about 10 km away from my home.

- (c) Complete these sentences with the correct comparative or superlative form of the adjectives in brackets : 5
- (i) Mohini is the _____ (elder) of the three sisters.
 - (ii) Travelling by metro is _____ (good) than travelling by car.
 - (iii) Rakesh is feeling _____ (happy) now.
 - (iv) Rajni is two years _____ (young) than him.
 - (v) Gold is _____ (expensive) than silver.
4. You have shifted from a rural area to an urban area. Write an email to your friend informing about the changes you have observed. In your email : 20
- (i) Describe the new urban area.
 - (ii) Explain how the rural experience is different from the urban experience.
 - (iii) Invite your friend to visit you in the new locality.
 - (iv) Talk about a better standard of living in the urban area.
5. Dialogue between parents and children discussing the importance of outdoor activities and harmful impact of mobile phones. 20