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**BEGS-186**

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

**Term-End Examination**

**June, 2022**

**BEGS-186 : BUSINESS COMMUNICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** *Answer all questions.*

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

Communication establishes relationship and makes organising possible. Every message has a purpose or objective. The sender intends—whether consciously or unconsciously—to accomplish something by communicating in organisational contexts, messages typically have a definite objective : to motivate, to inform, to teach, to persuade, to entertain, or to inspire. The definite purpose is in fact, one of

**P. T. O.**

the principal differences between casual conversation and managerial communication. Effective communication in the organisation centre on well defined objectives that supports the organisation's goals and mission. Supervisors strive to achieve understanding among parties to their communications. Organisational communication establishes a pattern of formal communication channels to carry information vertically and horizontally.

To ensure the efficient and effective accomplishment of objectives, information is exchanged. Information is passed upward from employees to supervisors and laterally to adjacent departments. Instructions relating to the performance of the department and policies for conducting business are conveyed downward from supervisors to employees. The organisation carries information from within the department back up to top management. Management furnishes information about how

things are going, notifies the supervisor of what the problems are, and provides requests for clarification and help. Supervisors, in turn, keep their employees informed and render assistance. Supervisors continually facilitate the process of gaining necessary clarification and problem solving both up and down the organisation. Also, supervisors communicate with sources outside the organisation such as vendors and customers. Communication is the process by which a message is exchanged from a sender to a receiver. For example, a production manager may send a message to a sales manager asking for sales forecasts for the next 6 months so they can plan production levels. The sales manager would then reply to the production manager with the appropriate figures. This is an example of internal communication. Communication therefore links together all the different activities involved in a business and ensures all employees are working

towards the same goal and know exactly what they should doing and by when.

- (a) (i) What is the goal of process of communication ? 2
- (ii) How does effective communication take place in an organisation ? 2
- (iii) What are the formal processes of communication ? 2
- (iv) Explain internal communication. 2
- (v) Outline the importance of feedback in organisational communication. 2
- (b) Pick out words from the passage which mean the same as the following (1 each) : 6
- (i) Message
- (ii) Knowingly
- (iii) Form
- (iv) Guarantee
- (v) Orders
- (vi) Clients

- (c) What do you learn from the above passage ? Elaborate your views on it. 4
2. Write short notes on any *two* of the following.  
Give examples : 2×10=20
- (i) Importance of non-verbal communication.
  - (ii) What is haptics ?
  - (iii) Importance of feedback.
  - (iv) Difference between formal communication and informal communication.
3. (a) Complete the followings company profile with the correct tense of the verbs in brackets. 10
- Communication is the relation that ..... (involve) interaction between two participants. The word communication is a Latin word that ..... (mean) to share. It is the transfer of information that can be ..... (conduct) in different ways. Among the three components of communication the sender is the most ..... (involve) person. The sender has

the whole idea of the matter that is to be ..... (deliver). Communication ..... (serve) as a way or means for ..... (connect) people and places. It has ..... (expand) to relate to diverse perspectives.

Communication ..... (carry) out by different people highly ..... (depend) on an individual's speaking and writing capability.

- (b) Following are the answers to some questions. Frame the questions using Wh-words : 5

(i) How .....

I have been doing well since the surgery.

(ii) When .....

I underwent the surgery two months ago.

(iii) Which .....

I was treated in city hospital.

(iv) Where .....

I have been living with my kids since the surgery.

(v) What .....

The doctors have asked to stay indoors and follow a liquid diet.

(c) Complete the following sentences with comparative or superlative form of adjective in brackets : 5

(i) You are ..... (safe) here than before.

(ii) This is the ..... (bad) film I have ever seen.

(iii) Computers are ..... (cheap) than television sets.

(iv) Amrita is the ..... (young) child in family.

(v) The market is little ..... (far) than my house.

4. You have been selected for the Indian cricket team. Write a note to your friend about this achievement in about **250** words : 20
- (i) Describe the selection process.
  - (ii) Outline your aspiration and struggle.
  - (iii) Discuss your equation with team members.
  - (iv) Talk about your experience of staying away from home.
5. Write a dialogue between a teacher and student discussing the importance of maintaining discipline in one's life. 20