

CEVMT

Certificate in Event Management

**Assignments for students admitted in
July 2025 session**



**School of Continuing Education
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110068**

ASSIGNMENT

COURSE CODE: BCOLA -138
COURSE TITLE: BUSINESS COMMUNICATION
ASSIGNMENT CODE: BCOLA -138/TMA/July 2025
COVERAGE: ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions. Section – A

1. Highlight the importance of communication in a business organization. Describe briefly various types of communication channels. (5+5)
2. Explain different types of non-verbal communications giving suitable examples. (10)
3. Discuss the role of communication in the smooth running of a business organization. (10)
4. With the help of appropriate examples highlight the application of modern technology in communication. (10)
5. a) You are the owner of a book shop. Write a letter to Messers XYZ, Agra requesting for the catalogue of their publications in commerce. (10)
b) Write a complaint to Messers XYZ, Aligarh informing them about the supply of two broken sets of tea sets and making the adjustment of the price of these sets in the next order.

Section – B

6. Distinguish between formal and informal channels of communication in an organization. (6)
7. Explain different types of publicity materials for a business house. (6)
8. What is meant by agenda? How is it prepared? (3+3)
9. Explain the following: (2x3)
 - a) Affiliate marketing
 - b) Brand
 - c) Disinvestment
10. How will you evaluate a job advertisement? (6)

Section – C

11. Distinguish between the following: (10)
 - a) Oral and written communication
 - b) Upward and downward communication
 - c) Notice and Resolution
 - d) Accounts payable and accounts receivable
12. Write short notes on the following: (10)
 - a) Paralanguage
 - b) Precis
 - c) Postal services
 - d) Video Conferencing