

BEGS- 186

**B. A GENERAL
(BAG)**

**ASSIGNMENT
(For July, 2025 and January, 2026 Session)**

**(BEGS-186)
Business Communication**



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

ASSIGNMENT
For
BUSINESS COMMUNICATION
(BEGS-186)

Programme: BAG/2025-26
Course Code: BEGS- 186

Dear Student,

You are required to do one assignment for the course in English titled *Business Communication* Code BEGS-186, which will be a Tutor Marked Assignment (TMA) and carries 100 marks. Each assignment covers the entire course.

Aims: This TMA is concerned mainly with assessing your application and understanding of the course material. You are not required to reproduce chunks of information from the course material but to apply the information you have acquired during the course of study. This assignment aims to teach as well as to assess your performance. Please ensure that you read all the units of the course. Do make points as you go along. If there is anything you do not understand, please ask the Counsellors at your Study Centre for clarification. Once you are able to do the assignment satisfactorily, you will be ready to take the Term-end exam with confidence.

Instructions: Before attempting the assignment, please read the following instructions carefully.

1. Read the detailed instructions about the assignment given in the Programme Guide.
2. Write your Enrolment Number, Name, Full Address and Date on the top right corner of the first page of your response sheet(s).
3. Write the Course Title, Assignment Number and the Name of the Study Centre you are attached to, in the centre of the first page of your response sheet(s).

The top of the first page of your response sheet should look like this:

ENROLMENT NO.....
NAME.....
ADDRESS.....
COURSE TITLE:.....
ASSIGNMENT NO:.....
STUDY CENTRE:.....**DATE**:

4. Use only A4 paper size for your assignment and tag all the pages carefully.
5. Write the relevant question number with each answer.
6. You should write the answer in your own handwriting.

7. **Submission:** The completed assignment should be sent to the Coordinator of the Study Centre allotted to you by **31st March 2025 (for June Exam) and 30th September 2025 (for December Exam)** or the dates given the IGNOU website Please read the instructions given in your Programme Guide.

Now read the following guidelines carefully before answering the questions.

GUIDELINES FOR TMAs

You will find it useful to keep the following points in mind:

1. **Planning:** Read the questions carefully. Go through the points on which they are based. Make some points regarding each question and then rearrange these in a logical order. And please write the answers in your own words. Do not reproduce passages from the units.
2. **Oganisation:** Be a little more selective and analytic before drawing up a rough outline of your answer. In an essay-type question, give adequate attention to your introduction and conclusion. The introduction must offer your brief interpretation of the question and how you propose to develop it. The conclusion must summarize your response to the question. In the course of your answer, you may like to make references to other texts or books as this will add some depth to your analysis.

Make sure that your answer:

- (a) is logical and coherent;
 - (b) has clear connections between sentences and paragraphs;
 - (c) is written correctly giving adequate consideration to your expression, style and presentation;
 - (d) does not exceed the number of words indicated in the question.
3. **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasize.

Note: Remember that you must submit your assignments before you can appear for the Term End Exams. Please remember to keep a copy of your completed assignment, just in case the one you submitted is lost in transit.

Good luck with your work!

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Instructions: Attempt all questions. All questions carry equal marks.

Q1. Read the following passage carefully and answer the questions that follow:

In the 21st-century workplace, communication is no longer confined to face-to-face meetings or printed memos. The digital transformation of business has made communication faster, more dynamic, and more collaborative than ever before. Today, business professionals must master a variety of tools—email, video conferencing, instant messaging, collaborative documents, and cloud platforms—to remain effective in their roles.

Business communication is not just about delivering information; it is about building relationships, solving problems, and aligning goals. Effective communicators understand that tone, clarity, structure, and audience awareness are essential. A poorly phrased message or email can damage professional relationships, while a thoughtful, empathetic communication can strengthen trust and cooperation. Listening skills, too, are a vital component of business communication—particularly active listening, where one demonstrates understanding through feedback and engagement.

Another significant change in modern communication is the rise of asynchronous communication. Unlike real-time conversations, asynchronous platforms like email or shared documents allow individuals to respond at their own pace, promoting thoughtful participation. However, these tools demand high levels of clarity, precision, and professionalism.

In global work environments, cross-cultural communication is crucial. Understanding linguistic nuances, time zone differences, and cultural preferences for formality or hierarchy can make or break a business deal. Moreover, nonverbal cues, such as posture, gestures, and facial expressions, often differ across cultures and should be interpreted mindfully.

Today's most successful professionals are those who can communicate across multiple platforms, in diverse teams, with a high degree of emotional intelligence and adaptability. Whether one is writing a proposal, delivering a virtual presentation, or negotiating a contract, the ability to communicate with clarity and confidence is indispensable.

Q1 a) Answer the following questions:

(5 x 2 = 10 marks)

- i. How has digital transformation changed business communication?
- ii. Why is emotional intelligence important in communication?
- iii. What are the benefits of asynchronous communication in the workplace?
- iv. What are some key considerations in cross-cultural communication?
- v. Why is active listening considered essential in professional settings?

Q1 b) Find words or phrases in the passage that mean the same as: (5 x 1 = 5 marks)

- i. Not happening at the same time (para 3)
- ii. The process of making something modern through technology (para 1)
- iii. Capability to adjust to new conditions (para 5)
- iv. Thoughtful and understanding in tone (para 2)
- v. Body language that accompanies verbal messages (para 4)

Q1 c) Based on your understanding of the passage, write a short paragraph on the importance of communication in a global business environment. (5 marks)

Q2. Write short notes on any two of the following topics. Give examples wherever appropriate: (2 x 10 = 20 marks)

- i. The role of technology in business communication
- ii. Types of formal and informal communication in organisations
- iii. Effective techniques for delivering oral presentations
- iv. Key elements of professional email etiquette

Q3 a) Complete the following business profile using either the past simple or present perfect tense of the verbs in brackets: (10 marks)

Tata Consultancy Services (TCS) _____ (start) in 1968 as a division of Tata Sons Limited. Since then, it _____ (grow) into one of the largest IT services firms in the world. Over the last decade, TCS _____ (establish) offices in over 45 countries and _____ (serve) clients in a wide range of sectors, including banking, healthcare, and telecommunications. Recently, TCS _____ (launch) a number of digital transformation initiatives for global clients. In 2022, the company _____ (win) multiple awards for innovation in AI and cloud solutions. Over the years, TCS _____ (invest) heavily in training and upskilling its workforce. It _____ (introduce) several programs for employee well-being and career advancement. In the last three years alone, TCS _____ (hire) more than 100,000 professionals worldwide and _____ (expand) its services portfolio to include blockchain and sustainability consulting.

Q3 b) Frame appropriate WH-questions for the answers given below: (5 marks)

- i. _____? I joined the marketing team in 2020.
- ii. _____? I specialise in brand development and content strategy.
- iii. _____? We usually send client reports at the end of every quarter.
- iv. _____? Yes, I have led several cross-functional team projects.
- v. _____? Our main office is located in Bengaluru.

Q3 c) Complete these sentences with the correct comparative or superlative form of the adjectives in

brackets:

(5 marks)

- i. This is the _____ (effective) campaign we have ever run.
- ii. Email is usually _____ (fast) than postal communication.
- iii. Among all applicants, she had the _____ (clear) presentation.
- iv. Online meetings are becoming _____ (common) than before.
- v. That was the _____ (impressive) product launch of the year.

Q4. You have recently attended an international online business conference. Write an email to your manager summarizing your experience. Include the following: (20 marks)

- i. Title and theme of the conference
- ii. Key sessions or speakers you found most useful
- iii. Skills or knowledge you gained
- iv. Suggestions for implementing any learning outcomes in your workplace

Q5. Write a dialogue (in about 20 turns) between two friends discussing their future career goals after completing graduation. Ensure the conversation includes the following: (20 marks)

- Interests and motivations
- Preferred industries or job roles
- Career challenges and opportunities
- Importance of communication skills in their chosen fields