ASSIGNMENT BOOKLET

Course: (BPOI-006)

English Communication/ Communication Skills

Diploma in Business Process Outsourcing Finance and Accounting Programme (DBPOFA)

(DBPOFA: Semester 2)

For January 2026 Re-Registration

For July 2026 Re-Registration

School of Vocational Education and Training

Indira Gandhi National Open University

Maidan Garhi, New Delhi-110 068

Course BPOI-006: English Communication/ Communication Skills
DBPOFA Programme

Dear Student,

We hope you enjoyed reading the course and found it useful in applying it in your communication with others.

In order to help you understand the material better and prepare you for the final examination later, we have an assignment for this course. This assignment is a Tutor Marked Assignment (TMA) and carries 100 marks.

Aims: The TMA is mainly concerned with your ability to understand the material and apply it meaningfully in real-life interactions. These assignments are as much a teaching device as a testing tool.

Guidelines: You will be required to answer the questions which are based on the units and your understanding and practice of the activities.

As in day-to-day life, planning is important in doing the assignments well. Read the assignments carefully; go through the units on which they are based and jot down some points regarding each question. Prepare a rough draft of the answers.

Make sure that your answer:

a) is written in simple and correct English,
b) is written neatly and clearly,
c) reflects your understanding of the units.

You will be evaluated on the following criteria:

- fulfilling and completing all aspects of the task/question,
- how you have dealt with your ideas,
- whether you used appropriate linkers when required,
- did you make adequate use of paragraph when required,
- range and correctness of vocabulary,
- accuracy of grammatical structures.

Please remember that it is compulsory to submit your assignments before you can take the Term End Exams. **Please submit your 'Assignment' at your 'Study Centre".** Also remember to keep a copy of your assignments with you and do take a receipt from your Study Centre when you submit the assignments. In the event that you do not have a study centre in your city/region, please forward it to **"The Programme Coordinator, SOVET, Block No 15 E, First Floor, New Academic Building, IGNOU, Maidan Garhi, New Delhi 110068**

Last Date for Submission of Assignment (or as and when notified by the University)

For June Exam 31st March

For December Exam 30th September

Good Luck!

Course: BPOI-006

Max Marks:100	Weight age inTEE:20%	Pass marks:40%

Answer all questions.

1. **Read the passage given below and answer the questions that follow:**

Background information: Artificial Intelligence and Business Communication

If the integration of Artificial Intelligence (AI) enhances business interactions, it is called AI-driven business communication, i.e. when AI tools facilitate exchanges related to business affairs between two or more parties, it is termed as AI in business communication. The concept of AI in business communication is not just a technology or a tool, instead its connotations extend beyond it and covers many aspects. It is a transformative force and in simple words it is the accelerator of organizational efficiency. In fact, it covers almost everything in the modern workplace, from automated messaging among individuals and teams, to predictive analytics for planning activities, real-time implementation of strategies, and data-driven reporting of outcomes. Unlike traditional communication, AI-driven business communication always leverages data for optimized results.

AI in business communication can be defined "as a process in which intelligent systems exchange business-related ideas, plans, strategies, messages, etc. among different stakeholders, namely manufacturers, suppliers, retailers, buyers and government agencies, etc., using machine learning, natural language processing and automation." Effective and intelligent AI-driven business communication is imperative for the success of an enterprise in the digital era. Thus "any exchange of information concerning business augmented by AI technologies between two or more stakeholders is AI in business communication."

In this age of digital transformation and fierce competition, AI in business communication regarding new products plays an important role in influencing and capturing markets and attracting customers. For example, if a company launches a new model of its smartphone, it will adopt a multi-pronged strategy powered by AI to popularize its model. Each strategy will be based on extensive use of AI-driven modes of business communication. It will use AI chatbots on websites for personalized advertising. At the same time, it will deploy AI algorithms on social media, such as YouTube, Facebook, Twitter, Instagram, etc., to target and engage consumers with tailored content. On the other hand, it can send AI-generated e-mails, predictive SMS, or voice assistants to potential customers.

In recent times, e-commerce is emerging as a new field of not only enterprise but also of business communication. Companies like Amazon are playing a leading role in this field by using AI for recommendation engines, customer service automation, and supply chain coordination for different purposes, such as personalized shopping, inventory management, etc. Effective AI communication networks are absolutely necessary in this endeavour for real-time monitoring of orders and deliveries. Recently, global tech giant Google deployed its AI model Gemini for enhancing business analytics and communication in cloud services. From these examples, you can imagine the importance of AI in communication. OpenAI's ChatGPT is a **generative AI model** that powers virtual assistants (conversational **AI agents**) for businesses worldwide. Enterprises integrate ChatGPT and stay connected with global teams for collaborative research and decision-making.

Answer the following questions:

i. Explain the concept of Artificial Intelligence in Business Communication. **(3 marks**)

ii. Define AI in business communication. **(2 marks)**

iii. "AI-driven communication is the accelerator of organizational efficiency". Elaborate (**3 marks)**

iv. Write antonyms for Imperative & Endeavour. **(2 marks)**

- Imperative
- Endeavour

2. As PA to the State Health Secretary, write an email to all primary health centers to delay routine vaccination drives by ten days due to the cyclone warnings and disrupted supply chains. 10

3. You want to seek an appointment with the Regional Manager of a leading MSME development bank for pitching a startup funding proposal. Develop a telephonic conversation with his/her executive assistant. 10

4. A prospective client visits your showroom to purchase solar water heaters on finance. Write a dialogue with him explaining the features of your products and the installment terms and conditions. 10

5. You are a group of 3 friends, interested in visiting Bhutan. You have seen an advertisement of XYZ on the web. Write an email to them to enquire about a one-week trip to Bhutan. Ask about the following: 10

- Places you should visit,
- Accommodation,
- Organization of sightseeing,
- Total cost per head.

6. Write a short conversation/dialogue of about 5 turns <u>on any two</u> of the following: 10

i) Your sister is arriving from Delhi this evening and you need to leave early to meet her at the railway station. Ask permission from your supervisor.

ii) A colleague comments, "You seem really stressed today." Explain your reasons to them.

iii) Introduce your new team member to the department during a meeting. Say a few words about their background. Also include the responses from the team.

7. Pick out the correct form of the verbs: 10

i) Currently, IGNOU enrolled/has enrolled over 4 million students across India.

ii) In the 1980s, distance learning programs attracted/have attracted very few urban learners.

iii) At that time, universities seldom offered/have seldom offered online courses.

iv) Now the system expanded/has expanded to include skill-based certificates.

v) In 2020, the pandemic forced/shifted universities to adopt digital platforms.

vi) New regulations enabled/have enabled better access for working professionals.

vii) Yet, dropout rates in regional centers remained/have remained higher than expected.

viii) This is partly due to the sharp rise in mobile-based enrolments over the last 5 years.

ix) Many students from remote areas never completed/have never completed advanced diplomas.

x) Most part-time learners prioritized/have prioritized short-term courses over degrees.

8. In response to an advertisement for the post of MSME Development Officer at the Ministry of Micro, Small and Medium Enterprises, write an application for the job. Also write a suitable CV. 10

9. Fill in the blanks with appropriate prepositions: **10**

i) Entrepreneurs often struggle ---------- accessing bank loans initially. (with/about)

ii) The startup incubator is situated ---------- Delhi NCR region. (in/at)

iii) Apply ---------- the scheme deadline of 31st March. (before/by/to)

iv) She congratulated him ---------- winning the entrepreneurship award. (on/in)

v) The workshop focuses ---------- skill development for women entrepreneurs. (on/in)

vi) Results will be announced ---------- the company website. (on/in)

vii) He recovered ---------- his illness within two weeks. (from/with)

viii) The policy change took effect ---------- 2024. (from/in/on)

ix) The team collaborated ---------- local MSME associations successfully. (with/to)

x) Are you aware -------- your responsibilities towards your work?(of/with)

10. Write the correct or incorrect after each sentence: 10

Will Sentences (Future in the present, predictions, promises, offers)

i. I will call you tomorrow.
("Will" shows a future intention or promise from the present moment.)

ii. It will rain this afternoon.
("Will" expresses a prediction about the future based on current evidence.)

iii. She will help you with the project.
("Will" indicates a spontaneous offer or willingness to act in the future.)

iv. The train will arrive at 6 PM.
{"Will" states a scheduled future event (timetable future)}.

v. We will win the match if we practice.
{"Will" shows a future result conditional on a present action (first conditional)}.

Would Sentences (Hypothetical's, past habits, polite requests)

i. I would travel more if I had time.
{"Would" expresses a hypothetical situation contrary to present reality (second conditional)}.

ii. When I was young, I would visit my grandparents every weekend.
{"Would" describes a repeated past habit (past habit/repeated action)}.

iii. Would you mind closing the window?
{"Would" makes a polite request (softer than "will")}.

iv. He would have attended if he knew about it.
{"Would have" shows a hypothetical past possibility (third conditional)}.

v. She said she would finish the report by evening.
{"Would" reports a past future intention (indirect speech/backshift)}.