

BACHELOR OF ARTS (GENERAL)
(BAG)

Term-End Examination
December, 2024

BEGS-186 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : *All questions are compulsory.*

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

Social media has become an integral part of modern life, offering numerous benefits as well as drawbacks. On the positive side, social media platforms provide a powerful means of communication and connectivity, allowing individuals to stay connected with friends and family regardless of geographical distance. Social media also serves as a platform for sharing information, ideas, and experiences, facilitating global conversations and fostering cultural exchange.

Moreover, social media has revolutionized the way businesses interact with customers, enabling targetted advertising, customer feedback, and brand promotion. It has also empowered individuals and marginalized communities to amplify their voices, raise awareness about social issues, and mobilize support for causes they care about.

However, social media also has its downsides. One of the most significant drawbacks is the potential for addiction and excessive use, leading to decreased productivity, mental health issues, and social isolation. Additionally, the spread of misinformation, fake news, and online scams on social media platforms can undermine trust and create confusion among users.

Furthermore, social media platforms have been criticized for their role in spreading hate speech, cyberbullying, and online harassment, posing significant risks to vulnerable groups, especially children and adolescents. Privacy

concerns also loom large, as social media companies often collect and monetize user data without adequate consent or transparency.

Despite these challenges, social media remains an integral part of modern society, with its benefits and drawbacks intertwined. To harness the potential of social media for positive outcomes, it is essential to promote digital literacy, responsible use, and ethical practices among users. Additionally, policymakers and regulators must work towards establishing clear guidelines and regulations to address the various issues associated with social media platforms.

Questions :

- (a) What are some advantages of social media ? 2
- (b) How has social media impacted business communication ? 2
- (c) What are some negative consequences of excessive social media use ? 2

- (d) Discuss the role of social media in spreading misinformation. 2
- (e) How can individuals promote responsible use of social media ? 2
- (f) Pick out words from the passage which mean the same as the following : 6
Interaction, Linkage, Enhance, Danger, Utility, Accountability
- (g) What do you learn from the above passage ? Elaborate your views on it. 4
2. Write short notes on any *two* of the following giving examples of each : 2×10=20
- (i) Significance of non-verbal communication
- (ii) A good business report
- (iii) Role and importance of feedback
- (iv) Usefulness of Small Talk in Business
3. (a) Complete the following blank spaces with the correct tense of the verbs given in brackets : 15
- In a quaint little town by the rolling hills, where the sun _____ (shine) brightly and

the breeze _____ (whisper) sweetly, two friends _____ (walk) hand in hand, sharing tales of old, as they _____ (stroll) down the cobblestone path, memories _____ (flood) their minds. The birds _____ (sing) melodies, the flowers _____ (bloom) in hues of gold, their laughter _____ (echo) in the valley, joy _____ (fill) their hearts, they _____ (stop) by the riverbank, watching the water _____ (flow) gently, their dreams _____ (dance) in the ripples, their aspirations _____ (soar) high. With each step they _____ (take), the world seems brighter, their friendship _____ (grow) stronger.

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

- (i) Which animal is (fast) _____ in the jungle ?
- (ii) Identify the (interesting) _____ book you have ever read.

- (iii) Among all the planets, Mars is (far) _____ from the Sun.
- (iv) What is (expensive) _____ item in the store ?
- (v) She is (talented) _____ student in the class.
4. You have been selected for the Indian Football Team. Write a note to your friend about this achievement in about **250** words : 20
- (i) Describe the complex selection process.
- (ii) Outline your aspirations and struggle.
- (iii) Discuss your equation with team members.
- (iv) Talk about your experience of travelling to different countries.
5. Write a dialogue between two young friends discussing the various ways of strengthening the roots of Indian democracy. 20

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