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BEGS-186

BACHELOR OF ARTS

(GENERAL) (BAG)

Term-End Examination

June, 2025

BEGS-186 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : Answer all questions.

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

In recent years, Artificial Intelligence (AI) has transcended its traditional applications and has begun to be harnessed for social

good. AI with a social purpose refers to the utilization of artificial intelligence technologies to address and solve pressing social issues faced by communities around the world. This approach involves leveraging AI algorithms, machine learning, and data analytics to develop innovative solutions that can positively impact society in various domains such as healthcare, education, environmental conservation, poverty alleviation, and disaster management.

One significant example of AI with a social purpose is in the field of healthcare. AI-powered diagnostic tools and predictive analytics algorithms are being developed to assist healthcare professionals in early

disease detection, personalized treatment planning, and medical research. These AI systems can analyze vast amounts of patient data to identify patterns and trends, leading to improved diagnosis accuracy and treatment outcomes.

Similarly, in education, AI is revolutionizing the learning experience by providing personalized learning pathways, adaptive tutoring systems, and educational content recommendations tailored to individual student needs and learning styles. AI-powered educational platforms can track student progress, identify areas of weakness, and provide targetted interventions to enhance learning outcomes.

Furthermore, AI technologies are being used to address environmental challenges such as climate change and biodiversity loss. Remote sensing techniques powered by AI enable the monitoring and analysis of environmental data to track deforestation, assess air and water quality, and predict natural disasters. AI algorithms can also optimize resource allocation and energy efficiency to mitigate the adverse effects of human activities on the environment.

AI with a social purpose embodies the application of artificial intelligence technologies to tackle societal challenges

and improve the well-being of communities worldwide. By harnessing the power of AI for social good, we can create a more equitable, sustainable, and inclusive future for all.

- (a) What is meant by AI with a social purpose ? 2
- (b) Give an example of how AI is being used in healthcare. 2
- (c) How does AI contribute to personalized learning in education ? 2
- (d) Discuss the role of AI in addressing environmental challenges. 2
- (e) What are the potential benefits of leveraging AI for social good ? 2

(f) Pick out words from the passage which mean the same as the following : 6

(i) Artificial Intelligence : Machine Intelligence

(ii) Healthcare : Medical Care

(iii) Environmental Conservation : Ecological Preservation

(iv) Social Purpose : Selfish Intent

(v) Healthcare : Disease Negligence

(vi) Environmental Challenges : Ecological Harmony

(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) Effective telephone skills
- (iii) Role and importance of feedback
- (iv) Contrasts between formal and informal communication styles

3. (a) Complete the following blank spaces with the correct tense of the verbs given in brackets : 15

Upon the meadow green and wide,

Where the gentle breeze _____ (whisper)
a lullaby,

Two lovers _____ (sit) hand in hand,
their hearts _____ (beat) as one,

As the sun _____ (paint) the sky in
shades of pink and gold.

The flowers _____ (bloom) in vibrant
hues, their fragrance _____ (fill) the
air,

Their laughter _____ (ring) out like
music, their smiles _____ (light) up the
day,

They _____ (watch) the clouds drift by,
their dreams _____ (take) flight,

In this moment, time _____ (stand)
still, their love _____ (know) no
bounds.

With each passing moment, their bond
_____ (grow) stronger,

Their whispers _____ (carry) secrets,
their promises _____ (bind) tight.

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

(i) Choose the (heavy) _____ object from the following options :

a brick, a feather, or a rock.

(ii) Which athlete is (fast) _____ in the marathon race ?

(iii) Among all the seasons, winter is (cold) _____.

(iv) Identify the (tall) building in the city skyline.

(v) Who is the (intelligent) _____ student in the class ?

4. You have been selected for the Indian Chess Team. Write a note to your friend about this achievement in about **250** words : 20

- Describe your discipline and ways of preparation.
- Outline your career goals.
- Talk about your larger social vision.

5. Write a dialogue between two college friends discussing the importance of utility and pitfalls of social media. 20

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