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BEGS-186

**BACHELOR OF ARTS (GENERAL)
(BAG)**

Term-End Examination

June, 2026

BEGS-186 : BUSINESS COMMUNICATION

Time : 3 Hours

Maximum Marks : 100

Note : Answer *all* the questions.

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

In the modern business world, character is a crucial factor that shapes the success of both individuals and organizations. While skills and knowledge are necessary for achieving goals, it is the strength of character that

ensures long-term success. Qualities such as integrity, honesty, responsibility, and fairness are the pillars of strong character, and they significantly influence how businesses operate and are perceived.

Employees and leaders who exhibit these values help create an environment of trust and mutual respect. Trust is the foundation of effective business relationship, both within the organization and with external partners. When there is trust, communication flows more freely, collaboration becomes easier, and productivity improves. This ultimately leads to better outcomes and fosters a positive workplace culture.

Character also plays a vital role when it comes to ethical decision-making. In business, challenges and ethical dilemmas are inevitable. Leaders and employees with a strong moral compass are more likely to make decisions that are not only beneficial in the short term but also sustainable in the long run. By prioritizing ethical standards over quick gains, they protect the company's reputation and ensure that it remains respected in the market.

Furthermore, strong character in leadership helps cultivate loyalty and commitment among employees. A leader who is fair, transparent, and accountable inspires confidence and motivates the team to

perform better. This type of leadership not only drives success but also strengthens the organization's ability to navigate crises and changes effectively.

In conclusion, character is an essential element in business. It builds trust, supports ethical behavior, and fosters loyalty, all of which are key to long-term success and a positive organizational reputation.

(a) Questions :

- (i) What role does trust play in business relationship, according to the passage ? 2
- (ii) How does character affect the decision-making process in a business environment ? 2

- (iii) Why is character important in leadership, as mentioned in the passage ? 2
- (iv) What are some key qualities of strong character highlighted in the passage ? 2
- (v) How does character contribute to a company's reputation and long-term success ? 2
- (b) Pick out words from the passage which mean the same as the following : 6
- (i) Integrity
 - (ii) Trust
 - (iii) Ethical
 - (iv) Transparency
 - (v) Fairness
 - (vi) Loyalty

(c) Explain the basic idea of the passage.

How does the author connect the concept of character to long-term success in business ? 4

2. Write short notes on any *two* of the following. Give examples : 2×10=20

(i) Telephone etiquette

(ii) Importance of haptics

(iii) Features of a proposal

(iv) Barriers of communication

3. Complete the following sentences by using the correct tense of the verbs given in brackets : 10

(i) She (work) at this company for five years before she moved to another city.

- (ii) By the time we arrive, the train
(leave).
- (iii) They usually (play) football
every weekend, but today they
(go) swimming instead.
- (iv) While I (study) last night, the
lights suddenly (go) out.
- (v) Look ! The children (decorate)
the Christmas tree.
- (vi) He (finish) his homework by
the time his friends arrive later this
evening.
- (vii) I (not see) her since we
..... (meet) at the conference last
year.

(viii) If she (pass) the exam, she
..... (get) a scholarship for her
studies.

(ix) When I (reach) the station, I
realized that I (forget) my
ticket at home.

(x) The manager (plan) to
introduce new policies next month.

4. (a) Complete the following sentences by
using the correct comparative or
superlative form of the adjectives given
in brackets : 5

(i) The puzzle is (difficult) than
the one we did last week.

(ii) She is the (smart) student in her entire school.

(iii) My sister is (tall) than I am, but my brother is the (short) in our family.

(iv) This painting is (beautiful) than the one hanging in the gallery.

(v) January is often the (cold) month of the year in this region.

(b) Below are statements. Frame appropriate questions using the correct Wh-words (Who, What, Where, When, Why, How) based on the statements provided : 5

(i) is your favorite book ?

- (ii) did you go on your last vacation ?
- (iii) is responsible for organizing the event ?
- (iv) are you feeling today ?
- (v) did you manage to climb so high ?

5. Write a dialogue between a teacher and a student discussing ways to handle technology during student life and how it impacts personal growth and success. 20
6. Imagine you have been selected as a Technical Officer for a reputed multinational company (MNC). Write a letter to you friend in about **250** words, celebrating this achievement. In you letter : 20
- (i) Explain the selection process.

- (ii) Share your goals and the challenges you encountered.
- (iii) Discuss your rapport with your colleagues.
- (iv) Reflect on your experience of living away from home.

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