

**BACHELOR OF ARTS MULTIDISCIPLINARY
(BAM)**

**ASSIGNMENT
(For July, 2026 and January, 2027 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: BAM/2026-27
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 (for June Exam) and 30th September (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. **Organisation:** 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!

BEGS-186
ASSIGNMENT: BUSINESS COMMUNICATION
July 2026 and January 2027 Session

Programme: BAM/2026-2027
Course Code: BEGS-186
Maximum Marks: 100

Instructions Attempt all questions. All questions carry equal marks.

1 Read the passage carefully and answer the questions that follow.

Artificial Intelligence has transformed modern business communication. Many organisations now use AI-powered chatbots, automated email systems, and virtual assistants to improve customer service and workplace productivity. However, technology cannot replace human communication entirely. Professionals still need empathy, active listening, clarity, and ethical judgment while interacting with clients and colleagues.

Remote work has also increased the importance of digital communication. Teams collaborate through video conferencing, cloud-based documents, and messaging applications. Employees must write concise emails, prepare effective presentations, and participate confidently in virtual meetings.

Another challenge is communication across cultures. Global businesses require employees to understand different communication styles, cultural values, and business etiquette. Successful communicators respect diversity and adapt their language according to the audience.

Ultimately, communication remains one of the most valuable professional skills. It strengthens teamwork, improves decision-making, resolves conflicts, and builds long-term business relationships.

(a) Answer the following questions.

5×2=10

1. How has Artificial Intelligence influenced business communication?
2. Why is empathy important in workplace communication?
3. Name any three digital communication tools mentioned in the passage.
4. Why is cross-cultural communication necessary?
5. Mention two benefits of effective communication.

(b) Find words from the passage which mean the following.

5×1=5

- i. Understanding another person's feelings
- ii. Working together
- iii. Different societies and traditions
- iv. Short and clear
- v. Arguments or disagreements

(c) Write a short paragraph on the importance of communication skills in today's digital workplace.

2 Write short notes on any two of the following:

2×10=20

- i. Barriers to effective communication
- ii. Principles of business writing
- iii. Oral communication in organisations
- iv. Communication ethics in the workplace

3 (a) Complete the following passage using the correct form of the verbs (Past Simple or Present Perfect).

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Infosys _____ (begin) its operations in 1981. Since then, it _____ (become) one of India's leading IT companies. The company _____ (expand) its global presence over the years. Recently it _____ (launch) several AI-based services. It _____ (receive) many international awards. Last year it _____ (announce) new sustainability initiatives. It _____ (invest) heavily in employee training and _____ (improve) digital learning platforms. In recent years it _____ (hire) thousands of professionals and _____ (strengthen) its global partnerships.

(b) Frame suitable WH-questions for the following answers.

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1. I joined the company in 2022.
2. We communicate through Microsoft Teams.
3. Our office is in Hyderabad.
4. The meeting starts at 10 a.m.
5. Yes, I have completed the report.

(c) Fill in the blanks using the correct comparative or superlative forms.

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1. This proposal is the _____ (good).
2. Online meetings are _____ (efficient) than traditional meetings.
3. She is the _____ (confident) presenter in the team.
4. Business writing is _____ (formal) than personal writing.
5. This was the _____ (successful) campaign.

4 You have completed a two-day Business Communication Skills Workshop organised by your company. Write an email to your HR Manager describing:

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- Purpose of the workshop
- Major topics covered
- Skills you developed
- How these skills will help your work
- Suggestions for future workshops

5 Write a dialogue (about 20 turns) between two MBA students discussing their preparation for campus placements. Include the following:

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- Career plans
- Importance of communication skills
- Interview preparation
- Resume writing
- Confidence building
- Future goals