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BUSINESS COMMUNICATION

B.E.G.S.-186

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(Publishers of Educational Books)

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**Sample Preview
of the
Solved
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QUESTION PAPER

June – 2024

(Solved)

BUSINESS COMMUNICATION

B.E.G.S-186

Time: 3 Hours]

[Maximum Marks: 100

Note: All questions are compulsory.

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

Learning is an intricate process, and it takes place through a myriad of avenues. While traditional classroom education is a fundamental method, the world offers a vast array of ways for individuals to acquire knowledge and skills.

One of the most conventional methods of learning is formal education. Students attend schools, colleges, and universities to gain structured knowledge imparted by teachers and professors. This form of learning often follows a curriculum and assessment system.

In recent years, online learning has gained significant traction. With the internet's ubiquity, learners can access a wealth of information through online courses, tutorials, and educational websites. This flexibility allows individuals to customize their learning experiences and pace.

Experiential learning is another impactful approach. It revolves around hands-on experiences and practical application. Learning by doing, as seen in internships, apprenticeships, and on-the-job training, fosters a deeper understanding of concepts and skills.

Self-directed learning empowers individuals to take control of their education. Through books, research, and resources, they explore subjects of interest independently. This method enhances self-discipline and the ability to acquire knowledge autonomously.

Furthermore, collaborative learning thrives on interaction with peers. Group projects, discussions, and study sessions encourage shared insights, diverse perspectives, and collective problem-solving. Such interactions are valuable for building teamwork and communication skill.

Another unconventional but effective approach is learning through travel and exploration. Venturing into new cultures and environments can provide profound lessons in History, Geography, and Social Sciences. Travellers often gain cultural competence and a global perspective.

A. Now answer the following questions:

(a) What are some conventional methods of learning mentioned in the passage?

Ans. One of the most conventional methods of learning is formal education. Students attend schools, colleges, and universities to gain structured knowledge imparted by teachers and professors.

In recent years, online learning has gained significant traction. Learners can access a wealth of information through online courses, tutorials, and educational websites.

Experiential learning is another impactful approach. It revolves around hands-on experiences and practical application.

Self-directed learning empowers individuals to take control of their education. Through books, research, and resources, they explore subjects of interest independently. Collaborative learning thrives on interaction with peers.

Another unconventional but effective approach is learning through travel and exploration. Venturing into new cultures and environments can provide profound lessons in History, Geography, and Social Sciences.

(b) How has the internet transformed the landscape of learning?

Ans. With the internet's ubiquity, learners can access a wealth of information through online courses, tutorials, and educational websites.

(c) Describe experiential learning and its advantages.

Ans. Experiential learning is another impactful approach. It revolves around hands-on experiences and practical application. Learning by doing, as seen in

internships, apprenticeships, and on-the-job training, fosters a deeper understanding of concepts and skills.

(d) Explain self-directed learning and why it's valuable.

Ans. Self-directed learning empowers individuals to take control of their education. Through books, research, and resources, they explore subjects of interest independently. This method enhances self-discipline and the ability to acquire knowledge autonomously.

(e) What benefits does collaborative learning offer, according to the passage?

Ans. Collaborative learning thrives on interaction with peers. Group projects, discussions, and study sessions encourage shared insights, diverse perspectives, and collective problem-solving. Such interactions are valuable for building teamwork and communication skill.

B. Pick out words from the passage which mean the same as the following:

(a) Estimate, (b) Quality, (c) Speak, (d) Trouble, (e) Essentially, (f) Spoken

Ans. (a) Conventional, (b) Ubiquity, (c) Interactions, (d) Intricate, (e) Significant, (f) Imparted.

C. What did you learn from the above passage? Elaborate your views on it.

Ans. Learning is a permanent behaviour change, positive or negative, due to practice or experience. There are various types of learning, such as classical conditioning, which associates a naturally occurring reflex with a prior neutral stimulus. Observational learning involves monitoring and imitations. An example is Maria, who can mow upon her first trial after viewing her mother use a lawn mower. She learns through observational learning, not through experience. This is the same way children learn to walk and speak. Operant conditioning involves learning from reinforcement or punishment. An example is Joe, who is rewarded by hugs and smiles from the grandmother whenever he compliments her. It is a form of operant conditioning. It involves learning through engaging in behaviour attached to a reward or punishment. Behaviours that are punished are avoided, and those rewarded are repeated. Cognitive learning consists of the mind and thought processes.

Q. 2. Write short notes on any two of the following. Give examples:

(i) The emergence of communication as a key concept in the corporate and global world.

Ans. In the world of business, effective communication has always been important. But it has

become even more crucial in today's fast-paced and digitalised corporate environment. Whether you're emailing a colleague, presenting an idea to your boss, or delivering a presentation to the company, having strong communication skills is essential for achieving success.

The introduction of email revolutionised business communication by facilitating the exchange of information. Soon after that came video conferencing as a tool for interactions through various software services, but now, social media and messaging apps play considerable roles in business.

While everything has evolved, communication remains the key to success for any company. In today's technology-driven world, businesses must stay updated with the trends while still fostering connections between people. The future of communication lies in finding the balance between digital tools and genuine human interaction.

(ii) What is communication?

Ans. Communication focuses on how people use messages to generate meanings within and across various contexts, and is the discipline that studies all forms, modes, media, and consequences of communication through humanistic, social scientific, and aesthetic inquiry.

Communication is commonly defined as the transmission of information. Its precise definition is disputed and there are disagreements about whether unintentional or failed transmissions are included and whether communication not only transmits meaning but also creates it. Models of communication are simplified overviews of its main components and their interactions. Many models include the idea that a source uses a coding system to express information in the form of a message. The message is sent through a channel to a receiver who has to decode it to understand it. The main field of inquiry investigating communication is called communication studies.

A common way to classify communication is by whether information is exchanged between humans, members of other species, or non-living entities such as computers. For human communication, a central contrast is between verbal and non-verbal communication.

(iii) Importance of Soft Skills.

Ans. In today's rapidly evolving job market, technical expertise alone isn't enough. Employers are now emphasising the importance of soft skills and how they are just as important as technical ability. While

Sample Preview of The Chapter

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BUSINESS COMMUNICATION

BLOCK-1 : UNDERSTANDING THE BUSINESS WORLD

Greetings



INTRODUCTION

In this chapter you will learn about the greeting etiquette which should be applied at workplace and in your professional and commercial arena. You will also learn about difference between formal and informal greetings. We should introduce us as well as others. We should represent a brief profile of ourself in a lenient manner. We should avoid the nuisance of English language with regard to pronunciation sound and spelling and accent. One should be proficient in formatic language used in greetings and introduction. One should know how to introduce ourself to a new person at your professional arena. How to give introduction when you meet someone at home, in a party, in a formal meeting and at a social get-together? Greetings are generally means an introduction whether you introduce yourself to someone or you are introduced by some of your college or business friends. Way of greeting may be different at different places. In a social situation or in a party, a man is traditionally introduce to a woman and in a business world the introduction are based on person's rank and societal status or position in any organization. Greeting is an act of communication in which human beings intentionally make their presence known to each other, to show attention to, and to suggest a type of relationship (usually cordial) or social status (formal or informal) between individuals or groups of people coming in contact with each other. Greetings sometimes are used just prior to a conversation or to greet in passing, such as on a sidewalk or trail. While greeting customs are highly culture and situation-specific and may change within a culture depending on social status and relationship, they exist in all known human cultures. Greetings can

be expressed both audibly and physically, and often involve a combination of the two.

CHAPTER AT GLANCE

WARM UP

ACTIVITY-1

Q. 1. How do you introduce yourself to a new colleague?

Ans. Mr. Sharma: How are you?

Mr. Verma: I am fine, how are you?

Mr. Sharma: Welcome to the group of IBM.

Mr. Verma: My pleasure, Sir, looking forward to work with you.

Q. 2. How do you greet your colleagues when you meet them?

A. At home

Ans. Mr Sharma: Good Morning, How are you?

Mr. Verma: I am fine, how are you?

Mr. Sharma: Welcome, to our home.

Mr. Verma: My pleasure.

B. At a party

Ans. Mr. Sharma: Hi, how are you? You are looking great.

Mr. Verma: Thanks, buddy you are looking great too.

Mr. Sharma: Come, let's enjoy together.

Q. 3. Find someone who...

This activity will help you to get introduced to other members of your study group. Your trainer will ask you to pick up slips of paper from a pool. Move around in the group and find someone who does or likes what's written on the slip.

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Find someone who has no work experience.	Find someone who likes to live in a joint family.
Find someone who doesn't like cricket.	Find someone who is a member of an environment group.
Find someone whose native place is the same as yours.	Find someone who writes with his/her left hand.
Find someone who knows four languages or more.	Find someone whose name begins with T.
Find someone who plays a musical instrument.	Find someone who is a sports person.

Ans. Find someone who.....

The trainer may print out and cut up or make slips and have students pick up one each.

LANGUAGE FOCUS

ACTIVITY-2

Q. 1. Now listen to these greetings and state whether they are formal, semi-formal or informal check your response with the answer section.

- Hi!
- How do you do?
- How are you doing?
- What's up?
- Hello
- How are you?
- Good Morning/Afternoon/Evening
- Good to see you
- How's it going?
- How are things?

Ans. 1. Hi! – Informal

- How do you do? – Formal
- How are you doing? – Semi-Formal
- What's up – Informal
- Hello – Semi-Formal
- How are you? – Semi-Formal
- Good Morning/Afternoon/Evening – Formal
- Good to see you – Semi-Formal
- How's it going? – Informal
- How are things? – Semi-Formal.

Q. 2 Match the responses with the greetings:

	Greeting		Response
(i)	Hi	(a)	Very well, thank you. And you?
(ii)	How do you do?	(b)	Hello / hi

(iii)	How are you doing?	(c)	Good to see you too.
(iv)	What's up?	(d)	How do you do?
(v)	Hello	(e)	Nothing much.
(vi)	How are you?	(f)	Good Morning/afternoon/evening
(vii)	Good Morning/afternoon/evening	(g)	Alright. How about you?
(viii)	Good to see you	(h)	Hi/hello

Ans.

	Greeting		Response
(i)	Hi	(b)	Hello / hi
(ii)	How do you do?	(d)	How do you do?
(iii)	How are you doing?	(g)	Alright. How about you?
(iv)	What's up?	(e)	Nothing much.
(v)	Hello	(h)	Hi / hello
(vi)	How are you?	(a)	Very well, thank you. And you?
(vii)	Good Morning/afternoon/evening	(f)	Good Morning/Afternoon/Evening
(viii)	Good to see you	(c)	Good to see you too.

Q. 3 Introducing Yourself.

Do not say

There are a number of phrases that are commonly used to introduce strangers.

For Example:



Can you think of at least two other ways in which you can introduce someone to the others? Check the 'Answers Section' for more alternatives.

Ans. I don't think you know Ridhima.
 May I introduce you to Ridhima?
 I'd like to introduce you to Ridhima.
 Sunil, do you know Ridhima?
 Sunil, I'd like you to meet Ridhima.

Q. 4. Here are some typical corporate situations where you need to greet people. Match the situation

GREETINGS / 3

to the appropriate dialogue box. Now practice the conversation with your partner.

Situations:

- A. Receiving a foreign customer at the airport
- B. Running into someone you know at a conference
- C. After being introduced to someone at a business event e.g. Trade Fair
- D. Meeting someone in a restaurant for a business lunch to which you've been invited
- E. Receiving an important visitor in your cabin

Q. 5. Dialogue Boxes:

(i) You : How are you? I hope I didn't keep you waiting too long!
 B : Fine thanks. I arrived a couple of minutes ago.
 You : Nice place. Have you ordered anything yet?

(ii) A : Hello!
 You : Oh Hi! Imagine running into you like this.
 A : Yes, it's so good to see you after such a long time.
 How have you been?
 You : Great! How about you?

(iii) You : How do you do, Mr. Shwartz?
 Shwartz : How do you do?
 You : Did you have a comfortable flight?
 Shwartz : Not too bad, thank you.

(iv) You : Good morning Mr. Iyer. I've been waiting to see you.
 Iyer : It's good to see you too.
 You : How are you?
 Iyer : I'm fine thank you.

You : It's a pleasure to meet you Mr. Chhabra. How do you do?
 Chhabra : Fine thank you. I'm pleased to meet you too.

Ans. Corporate situations

A – (iii), B – (ii), C – (v), D – (i), E – (iv).

Q. 6. Can you complete these expressions?

- (i) How you do?
- (ii) to meet you.
- (iii) It's a to meet you.
- (iv) like you to meet Radhika.

Ans. (i) do, (ii) Is it a right time, (iii) pleasure, (iv) I also.

READING COMPREHENSION

Read the text below and then answer the questions that follow:

Indian social etiquette is a strange mix of Western and Indian culture. This is largely because of British influence during the colonial period which continued in post-colonial India. Hence, India is very much influenced by the British style of etiquette which is rather formal and somewhat conservative.

On the other hand, India is a multicultural society where religion, region, caste, language, tradition and custom play a large role in the kind of social etiquette prevalent in different parts of the country. These have an impact on the nature of greetings and introductions as well as the degree of formality used in social and business situations.

In addition to this is the impact of globalization, which is largely felt in the metropolitan cities. With changes in lifestyles as well as business environment, a synthesized form of social behavior and etiquette has emerged which is more in keeping with international practices. Having said this, it must be admitted that the influence of native culture continues to have its impact even in these environs. Hence, though a great deal of commonality can be seen in the social etiquette of Delhi, Mumbai, Calcutta, Bengaluru and Chennai, one may also observe many differences in the way people address and greet each other.

One may easily conclude that there is no one correct way of introducing and greeting. To communicate effectively and strike the right note at the very beginning, it is advisable to study the social etiquette of different regions so that you may be able to make a good impression from the word go.

CHECK YOUR PROGRESS-1

Q. 1. The most appropriate title for the passage given in reading comprehension is:

- (a) The impact of globalization on social etiquette
- (b) Social etiquette in India
- (c) Effective communication

Ans. (b) Social etiquette in India.

Q. 2. State whether these statements are true or false:

- (i) Indian social etiquette is very different from that of the West.

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(ii) Indians are largely formal in their social etiquette.

(iii) All Indians greet each other in the same way.

(iv) The metropolitan cities of India are more influenced by global trends in social etiquette.

(v) It is advisable to follow your own rules in social etiquette.

(vi) Appropriate greetings and introductions can help us make a good first impression.

Ans.

- | | |
|----------------|----------------|
| (i) etiquette | (ii) titles |
| (iii) advanced | (iv) courtesy |
| (v) first | (vi) strangers |
| (vii) familiar | (viii) respect |
| (ix) status | (x) introduce |
| (xi) secure | (xii) always |
| (xiii) shake | (xiv) prefer |

Q. 3. Find words from the text given in reading comprehension which are similar in meaning to the words given below:

1. traditional
2. part of the British empire
3. belonging to several cultures
4. large and important
5. belonging to a specified region or place.

Ans.

1. traditional—conservative
2. part of the British empire—colonial
3. belonging to several cultures—multicultural
4. large and important—metropolitan
5. belonging to a specified region or place—native.

CHECK YOUR PROGRESS-2

Q. 1. Here is a passage on the etiquette followed in India while introducing people. Some words are missing in the paragraph. See if you can fill in. In case of difficulty you may look into answer section to find the right word.

Indian (1) considers it important to use a person’s title wherever it is possible. (2) such as doctor or professor are always used. Titles are so valued that (3) degrees such as Ph.D are listed on business cards and may be mentioned in introductions.

It is also advisable to use (4)titles such as “Mr.”, “Mrs.”, or “Miss” for those without professional titles. One uses (5)names only when the person you are speaking to invites you to use his/her first name. You may try “Sir/Mam for (6)and Uncle/Aunty (or *Chachaji, Mausiji*, etc.) for (7) people in social

situation. For a stranger who is not very old, it is better to suffix the name with “*ji*” as a mark of (8) (9)is often determined by a person’s age, university education, caste, and profession. It is not uncommon to find people talking about their educational qualification as well as the colleges or university they come from when they (10) themselves. Government employment is considered to be more (11) than private business, although the scene is now changing.

As for greeting, men almost (12) shake hands with other men. Westernized Indian woman may (13) hands with foreignmen, and sometimes with Indian men too. But by and large most women (14) the traditional *namaste*.

Ans. Indian (1) *etiquette* considers it important to use a person’s title wherever it is possible. (2) *titles* such as doctor or professor are always used. Titles are so valued that (3) *advanced* degrees such as Ph.D are listed on business cards and may be mentioned in introductions.

It is also advisable to use (4) *courtesy* titles such as “Mr.”, “Mrs.”, or “Miss” for those without professional titles. One uses (5) *first* names only when the person you are speaking to invites you to use his/her first name. You may try “Sir/Mam for (6) *strangers* and Uncle/Aunty (or *Chachaji, Mausiji*, etc.) for (7) *familiar* people in social situation. For a stranger who is not very old, it is better to suffix the name with “*ji*” as a mark of (8) *respect* (9) *status* is often determined by a person’s age, university education, caste, and profession. It is not uncommon to find people talking about their educational qualification as well as the colleges or university they come from when they (10) *introduce* themselves. Government employment is considered to be more (11) *secure* than private business, although the scene is now changing.

As for greeting, men almost (12) *always* shake hands with other men. Westernized Indian woman may (13) *shake* hands with foreignmen, and sometimes with Indian men too. But by and large most women (14) *prefer* the traditional *namaste*.

Greeting People

How do we greet people? Think about greeting various people in different occasion. The form of greeting vary according to age, gender, place, country and many other things. The form of greeting vary from one country to another. Greetings are vital part of any language. While learning any language first thing you have to learn greeting people. Everyday we greet people. We greet our family members when we get up in the morning. We greet people at work.