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BUSINESS COMMUNICATION

B.E.G.S.-186

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Content

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Question Paper—June-2023 (Solved).....	1-4
Question Paper—December-2022 (Solved)	1-6
Question Paper—Exam Held in July-2022 (Solved).....	1-3
Sample Question Paper–1 (Solved)	1-3
Sample Question Paper–2 (Solved)	1-2

<i>S.No.</i>	<i>Chapterwise Reference Book</i>	<i>Page</i>
--------------	-----------------------------------	-------------

BLOCK-1 : UNDERSTANDING THE BUSINESS WORLD

1. Greetings.....	1
2. Importance of Small Talk in Business	12
3. Business Organizations	23
4. Jobs and Responsibilities.....	37

BLOCK-2 : COMMUNICATION IN BUSINESS CONTEXTS-I

5. Using Telephone at the Workplace	47
6. Understanding Internal Business Correspondence-I	63
7. Understanding Internal Business Correspondence-II	75
8. Understanding External Business Correspondence-I	86
9. Understanding External Business Correspondence-II	97

<i>S.No.</i>	<i>Chapterwise Reference Book</i>	<i>Page</i>
--------------	-----------------------------------	-------------

BLOCK-3 : COMMUNICATION IN BUSINESS CONTEXTS-II

10.	Framework For Drafting Proposals	109
11.	Writing Business Project Proposals	120
12.	Understanding the Importance of Reports	130
13.	Drafting Business Reports	142



**Sample Preview
of the
Solved
Sample Question
Papers**

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QUESTION PAPER

June – 2023

(Solved)

BUSINESS COMMUNICATION

B.E.G.S-186

Time: 3 Hours]

[Maximum Marks: 100

Note: Answer all questions.

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

It is rare to find someone with good technical and communication skills. You can get far ahead of your colleagues if you combine the two early in your career. People will judge, evaluate, promote or block you based on your communication skills. Since habits form by repeating both good and bad forms of communication, learn to observe great communicators and adapt their styles and traits in written and verbal forms. The art of listening and learning from each interaction is another secret recipe. Develop the subconscious habit of listening to yourself as you speak and know when to pause.

Learning what not to say is probably more important than learning what to say. As your career develops, you will realise that the wise speak less. Speak when you have value to add, else refrain. Poorly constructed e-mails with grammatical errors are acceptable between friends but they should be seriously avoided while communicating formally with seniors. Avoid any communication in an emotional state when you might say things you will regret later. One unnecessary word uttered at the wrong time or place can ruin a relationship, career or even your life such is the power of words. If such a thing happens, you should apologise immediately, else it may haunt you for life.

Another problem to overcome is speaking too fast since our minds are working faster than our speech, We are always inclined to speak fast.

This does not necessarily mean that the person hearing it will get it any faster. On the contrary, it is always the reverse. So, slow down, think before you speak. "When I get ready to speak to people," Abraham Lincoln said,

"I spend two thirds of the time thinking what they want to hear and one third thinking what I want

to say." Add humour as it is also essential. But realise that not all jokes are funny and observe certain boundaries. Never say anything that could offend. Remember you are not a comedian who must offend as many people as you can to be witty.

(A) (i) Why is it necessary to have good communication skills?

Ans. Good communication skills are necessary because people judge, evaluate, promote, or block individuals based on their communication skills.

(ii) How can communication skills be developed?

Ans. Communication skills can be developed by observing great communicators and adapting their styles and traits in written and verbal forms, learning what not to say, avoiding poorly constructed communications, and being conscious of one's emotional state during communication.

(iii) What according to the writer should be avoided while communicating?

Ans. While communicating, it should be avoided to say things in an emotional state that one might regret later, as well as poorly constructed e-mails with grammatical errors, especially when communicating formally with seniors.

(iv) Why do you think you should be careful when you tend to be humorous?

Ans. Being careful when trying to be humorous is important because not all jokes are funny, and one should observe certain boundaries to avoid offending others.

(v) Why is the art of listening in communication important?

Ans. The art of listening in communication is important because it allows individuals to learn from each interaction and develop the subconscious habit of listening to themselves as they speak.

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

- (i) Estimate
- (ii) Quality
- (iii) Speak
- (iv) Trouble
- (v) Essentially
- (vi) Spoken

Ans. (i) Judge, (ii) Traits, (iii) Utter, (iv) Offend, (v) Necessarily, (vi) Verbal forms.

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

Ans. From the passage, we learn that good technical and communication skills are essential for one's career. Effective communication is a powerful tool that influences how people are perceived and can significantly impact one's professional growth. Developing communication skills involves observing great communicators, learning what not to say, avoiding emotional communication, and thinking before speaking. The passage emphasizes the importance of slowing down, avoiding unnecessary words, and using humour carefully. It highlights the significance of the art of listening in communication and warns about the potential consequences of poorly chosen words.

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

(i) Importance of body language.

Ans. Body language is a non-verbal form of communication that plays a significant role in conveying emotions, intentions, and thoughts. It complements verbal communication and often provides more context than words alone. Body language can clarify or reinforce verbal messages. For instance, a smile while saying something can indicate sincerity and positivity. It allows individuals to express their feelings, which can foster empathy and understanding in social interactions. Confident body language, such as maintaining eye contact and good posture, can boost one's credibility and self-assuredness. Body language cues like fidgeting or avoiding eye contact can signal discomfort or dishonesty.

Effective use of body language can strengthen personal and professional relationships by making communication more engaging and empathetic.

Understanding and using body language effectively is crucial for effective communication, especially in situations where verbal communication might be limited or ambiguous.

(ii) Characteristics of effective communication.

Ans. Effective communication is vital in personal, professional, and social interactions. Several key characteristics define effective communication:

1. Clarity: Messages should be clear, concise, and easy to understand, minimizing the risk of misinterpretation.

2. Active Listening: Effective communication involves active listening, where the listener engages with the speaker, asks questions for clarity, and provides feedback.

3. Empathy: Communication is more effective when individuals demonstrate empathy, showing an understanding of others' emotions and perspectives.

4. Feedback: A two-way exchange is essential, with both parties providing feedback, ensuring that the message has been received and understood.

5. Non-Verbal Cues: Non-verbal communication, such as body language and tone of voice, should align with the verbal message to avoid misunderstandings.

6. Adaptability: Effective communication adapts to the needs and preferences of the audience, ensuring the message is relevant and engaging.

7. Confidence: Confidence in communication can inspire trust and credibility, making the message more convincing.

8. Respect: Respectful communication is polite and considers the feelings and opinions of others.

(iii) What is internal communication?

Ans. Internal communication refers to the exchange of information, messages, and knowledge within an organization, involving interactions between employees, teams, departments, and management. Its primary purpose is to facilitate the smooth functioning of the organization and ensure that all members are informed, aligned with the company's goals, and engaged in their roles.

Key aspects of internal communication include:

1. Information Dissemination: Internal communication serves to share important updates, announcements, policies, and procedures with employees.

2. Employee Engagement: It fosters a sense of belonging, involvement, and commitment among employees.

3. Conflict Resolution: It can help resolve conflicts and misunderstandings within the organization.

4. Alignment: Internal communication ensures that all employees understand and work towards common goals.

5. Feedback and Improvement: It provides a channel for employees to provide feedback, which can lead to continuous improvement in processes and strategies.

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.

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 sportsperson.

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.

4 / NEERAJ : BUSINESS COMMUNICATION

(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.