

BEGE-104

**Bachelor's Degree Programme
(BDP)**

**ASSIGNMENT
(For July 2017 and January 2018 Sessions)**

**ELECTIVE COURSE IN ENGLISH (BEGE-104)
*English for Business Communication***



School of Humanities
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110 068

Elective Course in English (BEGE-104)
English for Business Communication

Programme Code: BDP
Course Code: BEGE-104/2017-18

Dear Student,

You need to attempt one assignment for the Elective Course in English (BEGE-104): English for Business Communication. This assignment is Tutor Marked (TMA) and carries 100 marks. The TMA is concerned mainly with assessing your application and your understanding of the course material. It aims to teach as well as to assess your performance.

Instructions: Before attempting the assignment please read the following instructions carefully.

1. Read the detailed instructions about the assignments given in the Programme Guide for Elective Courses.
2. Write your Roll 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).
4. Do not plan to take the terminal examination for the course if you have not done the assignment set for it first. You will not be permitted to do so.

The top of the first page of your response sheet should look like this:

	Roll No.
	Name:
	Address.....
Course Title:
Assignment No:
Study Centre	Date:

5. Use only foolscap size paper for your response sheets and tag all the pages carefully.
6. Write the relevant question number with each answer.
7. You should write in your own handwriting.
8. **Submission:** Remember to keep a copy of your assignment with you and to take a receipt from your Study Centre when you submit the assignment. The completed assignment should be sent to the Coordinator at the Study Centre allotted to you.
Last Date for Submission of Assignment is:

For June Exam	-	31 st March
For December Exam	-	30 th September

Good luck!

Note: *Remember the submission of assignment is a precondition for appearing in the examination. If you do not submit the assignment on time, you will not be allowed to appear in the examination.*

Assignment

English for Business Communication (BEGE-104)

Assignment Code: BDP/BEGE-104/TMA/2017-18

Max. Marks: 100

Note: Answer all questions

1 Read the passage carefully and answer the questions given below.

Time management has become one of the key issues of the second half of the twentieth century. Managers, grappling with work pressures and deadlines, have come to recognize that time is a precious commodity to be 'saved', 'gained', and not 'wasted' or 'lost'. But if time is a commodity, how then can we best describe, measure and manage it?

To describe and manage it, imagine a line that goes back to the beginnings of creation and continues into the mists of the future. And on that line are a number of significant marks – these separate the past from the present from the future. And within each time zone – past, present and future – we can differentiate periods of time from points of time. For example, the 1980s gave us a period of rapid economic growth; Black Monday was a point of sudden financial catastrophe.

How can this brief analysis help the international manager? Firstly, there is the link between past, present and future. In other words, historical performance should be a guide to the future, and the present ought to represent last year's forecast. So change – that which normally differentiates any two periods on our continuum – can be seen as a gradual evolution rather than a dramatic revolution.

Secondly, the use of a time-planning system, on which key points and periods are plotted, enables managers to organize their activities so that bottlenecks can be avoided and deadlines can be met. So stress, where the jobs to be done exceed the available time, can be reduced to an acceptable and productive level.

- 1a Tick the right choice: 1
Time management was one of the major issues
a) in the beginning of the twentieth century
b) in the latter part of the twentieth century
c) in the twentieth century
- 1b Give two reasons why managers are giving so much importance to time management? 2
- 1c Explain the difference between period of time and point of time giving your own examples. 4
- 1d Do you think time management can reduce stress? Discuss. You may give your own views. 3
- 1e Pick out words/phrases from the passage which have the following meanings. 10
- i coming to grips with something (Para 1)
 - ii latest time by which an activity must be completed. (Para 1)
 - iii article which can be bought and sold (Para 1)
 - iv make a division between two things (Para 2)
 - v time when the world was created (Para 2)
 - vi unclear period of time (Para 2)
 - vii terrible event. (Para 2)
 - viii short (Para 3)
 - ix slow and steady (Para 3)
 - x blockages (Para 4)

- 2 Write short notes on any *two* of the following: 10
- i Some safe and unsafe topics for small talk
 - ii Difference between a Portfolio and a Resume
 - iii Features and uses of a Memo
 - iv Different kinds of reports
- 3 Write a letter of complaint against a TV company which has delivered a defective TV to your home. State what is wrong with the TV and what you expect the company to do to rectify the problem. 10
- 4 You are looking for a job and your prospective employer asked you to prepare a presentation on any one of the following. You may use visual aids to support your presentation. 15
- i Your career so far
 - ii The history of your company
 - iii The history of your sector/type of business (e.g. computers, finance, etc.)
 - iv Your personal life (family, hobbies, education and so on)
- 5 A benefactor has given a sum of money to your college. One condition of the gift is that both students and staff must be involved in deciding how the money is to be used. A further condition is that the money must be spent on permanent and tangible things. You have been asked by the Principal of the college to survey the views of staff and students and to present him/her with an information report. Write a report in about 250 words. 20
- 6 Complete the text, using *a/an, the*. 10
- Sunita and Lalita are looking fornew house in..... town where they live. They likehouse they're living in, but rooms are too small, and it's difficult to findparking-place.street is noisy too. Sunita wants..... bigger house away from the city-centre. They both wanthouse inquiet part oftown.
- 7 Complete the dialogue, using appropriate prepositions: 5
- A: 'When did you get home?'
- B: 'We gotthe plane at five o'clock and arrived homesix o'clock.'
- A: Did you comebusthe airport?
- B: No, we gotthe first taxi that we saw.
- 8 Rewrite the following sentences in reported speech: 5
- i Mohan said, "I can't understand English."
 - ii She said, "I will come to your house in the evening."
 - iii Neha said, "I have bought a new dress."
 - iv He said, "My family is going to Bangalore tomorrow."
 - v The teacher said, "Please turn to page 22 in your English textbook."
- 9 Write questions for the answers given below. Use the question words in the brackets: 5
- i He works for the Perfect Health Magazine. (Which)
 - ii He lives in Chennai. (Where?)
 - iii He goes out of town three to four times a month. (How often?)
 - iv Jaideep Chauhan often meets important doctors. (Who?)
 - v He writes about preventive health. (What?)