Course Code	**:**	**BCS-055**
Course Title	**:**	**Business Communication**
Assignment Number	**:**	**BCA(V)/055/Assignment/2026-27**
Maximum Marks	**:**	**100**
Last date of submission	**:**	**31st October, 2026 (For July 2026 Session)**
	:	**30th April, 2027 (For January 2027 Session)**

Note: This assignment have five questions. Answer all the questions. These questions carry 100 marks. Please go through the guidelines regarding the assignments given in the programme guide for the format of presentation.

Q1: Read the following passage carefully and answer the questions that follow:

The modern workplace is witnessing rapid transformation due to technological innovation, globalization, and changing organizational cultures. In this dynamic environment, communication has emerged as one of the most significant competencies for professional success. Employers today seek individuals who possess not only technical expertise but also the ability to communicate ideas effectively, collaborate with diverse teams, and solve problems creatively.

Business communication extends beyond the exchange of information. It involves active listening, critical thinking, empathy, ethical decision-making, and the ability to negotiate effectively. Every interaction—whether verbal, written, or digital—contributes to the professional image of an individual as well as the reputation of an organization.

Digital communication platforms have revolutionized workplace practices. Virtual meetings, cloud-based collaboration, online presentations, and social networking have become integral components of organizational communication. While these technologies improve efficiency, they also demand professionalism, cybersecurity awareness, and digital etiquette.

The global nature of business has increased interaction among people belonging to different cultures, languages, and value systems. Successful organizations promote inclusive communication by respecting cultural diversity and encouraging mutual understanding. Professionals who appreciate intercultural differences are better equipped to build international partnerships and resolve workplace conflicts.

Recruitment practices have also evolved significantly. Organizations increasingly rely on aptitude tests, online interviews, assessment centres, group discussions, and behavioural interviews to identify candidates with strong communication skills, leadership potential, adaptability, and emotional intelligence.

Business writing continues to play a crucial role in organizational success. Emails, reports, proposals, notices, meeting minutes, and project documents should be clear, concise, accurate, and audience-oriented. Effective communication improves productivity, enhances teamwork, strengthens customer relationships, and contributes to sustainable organizational growth.

1(a) Answer the following questions:

i Why has communication become an indispensable professional skill in today's organizations? **(4 Marks)**

ii How has digital technology transformed workplace communication? **(4 Marks)**

iii Why is intercultural communication important in global organizations? **(4 Marks)**

iv In about 100 words, explain the communication competencies required for success in the twenty-first-century workplace. **(6 Marks)**

v Suggest a suitable title for the passage. **(2 Marks)**

1(b) Find words from the passage which are opposite in meaning to the following: **(5 Marks)**

i. inefficiency

ii. disagreement

iii. temporary

iv. exclusion

v. ignorance

1(c) Make sentences of your own using the following expressions: **(5 Marks)**

i. emotional intelligence
ii. active listening
iii. organizational growth
iv. digital etiquette
v. critical thinking

Q2: You have been shortlisted for the post of Business Development Associate in a reputed multinational company. The Human Resource Manager has invited you to attend an online interview. However, due to a university practical examination scheduled on the same day, you are unable to appear for the interview. **(15 Marks)**

Write an email in about 200 words to the Human Resource Manager requesting another interview date. Your email should:

- thank the company for the interview invitation;
- explain your inability to attend;
- request another convenient interview date;
- express your enthusiasm for the position; and
- assure the employer of your availability on the rescheduled date.

Q3: Write a report in about 300 words on a Career Guidance and Placement Workshop organized by your college. Include the objectives, major activities, resource persons, student participation, and outcomes. **(15 Marks)**

OR

Write a proposal to your Head of the Institution recommending the establishment of a Communication Skills Development Centre for students.

Q4: Write short notes on any four of the following: **(4 x 5 = 20 Marks)**

a) Business Social Skills
b) Active Listening
c) Group Discussions as a Selection Tool
d) Interview Preparation and Performance
e) Characteristics of Effective Business Writing
f) Cross-Cultural Communication

Q5: (a) Fill in the blanks with the correct forms of the verbs given in brackets: **(10 Marks)**

i. By the time the meeting started, all the participants _____ (arrive).
ii. If the candidate _____ (prepare) thoroughly, she will perform well.
iii. The company _____ (expand) its operations since last year.
iv. While the HR Manager _____ (conduct) the interview, the technical panel observed the candidates.
v. They _____ (submit) the proposal before the deadline yesterday.
vi. The students _____ (complete) the assignment before the examination begins.
vii. He _____ (work) in the organization for five years.
viii. If I _____ (know) about the vacancy earlier, I would have applied.
ix. The Director _____ (address) the participants when the power failed.
x. We _____ (receive) your application yesterday.

(b) Fill in the blanks with suitable prepositions: **(10 Marks)**

i. She is responsible _____ preparing the annual report.
ii. The committee approved the proposal _____ unanimous consent.
iii. He applied _____ the post of Project Officer.
iv. The manager was satisfied _____ the quality of work.
v. Effective leadership depends _____ good communication.
vi. The report was presented _____ the Board of Directors.
vii. We should comply _____ the organizational policies.
viii. The students participated enthusiastically _____ the workshop.
ix. The company specializes _____ software development.
x. Success results _____ continuous learning and perseverance.

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1(a) Answer the following questions:

i Why has communication become an indispensable professional skill in today's organizations? (4 Marks)

Answer

Communication is essential because employees must explain ideas, listen to others, work in teams and solve problems even when they have strong technical knowledge. Modern businesses operate across locations and cultures, making misunderstandings costly. Clear and respectful communication helps employees coordinate tasks, serve customers, negotiate solutions and adapt to change. It also builds trust and a positive professional image. For employers, good communicators contribute to productive teamwork, fewer conflicts and better organizational performance.

ii How has digital technology transformed workplace communication? (4 Marks)

Answer

Digital technology has made workplace communication faster, more flexible and less dependent on physical location. Employees can hold virtual meetings, share documents in the cloud, present information online and collaborate with colleagues in different time zones. Written messages and project updates can reach large groups immediately. At the same time, digital platforms create new responsibilities. Workers must write clearly, protect confidential information, verify recipients, respect meeting etiquette and use secure passwords and approved tools. Technology improves efficiency only when employees use it carefully and professionally.

iii Why is intercultural communication important in global organizations? (4 Marks)

Answer

Global organizations bring together employees, clients and partners with different languages, traditions and values. Intercultural communication helps people understand these differences instead of treating their own habits as universal. Respectful language, careful listening and willingness to clarify unfamiliar expressions reduce misunderstandings and workplace conflicts. They also make international teams more inclusive and encourage trust. Employees who understand cultural differences can negotiate more effectively, build strong business relationships and cooperate across borders without making avoidable assumptions.