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

Programme: BAG/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. 5

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). 10

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. 5

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. 5

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: 20

- 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: 20

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

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Answer

1. Artificial Intelligence has influenced business communication by introducing AI-powered chatbots, automated email systems and virtual assistants. These tools help organisations respond faster to customers and improve workplace productivity, while human skills are still needed for sensitive and complex communication.