TUTOR MARKED ASSIGNMENT

COURSE CODE	**:**	**BCOLA -138**
COURSE TITLE	**:**	**BUSINESS COMMUNICATION**
ASSIGNMENT CODE	**:**	**BCOLA -138/TMA/2026**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

Q.1 Describe visual and audio-visual communication with suitable examples. **(10)**

Q.2 Explain main characteristics of business communication. **(10)**

Q.3 Describe modern technologies used for business communication. **(10)**

Q.4 Briefly discuss the arrangement of a business letter. **(10)**

Q.5 What are letters of claims, complaint & adjustments and to whom are they written? Give a specimen of the above letter. **(10)**

Section – B

Q.6 What are the advantages of press advertisement? **(6)**

Q.7 Define the term quorum and explain what constitutes a quorum. **(6)**

Q.8 What is meant by 'Interruption' in a meeting? What are the ways in which debate or discussion may be interrupted? **(6)**

Q.9 What are the various essentials of a good report? **(6)**

Q.10 What are the problems you face in writing a précis? **(6)**

Section – C

Q.11 **Distinguish between any two of the following:** **(2x5)**

a) Encoding and Decoding

b) Oral communication and written communication

c) Money order and Postal order

d) Assets and Liabilities

Q.12 **Write short notes on any two of the following:** **(2x5)**

a) Environmental Barriers

b) Speed Post

c) Agenda

d) Brand

Q.1 Describe visual and audio-visual communication with suitable examples. (10)

Answer

Communication becomes more effective when people can see or both see and hear a message. In business, these methods help explain information that may be difficult to understand through words alone. Visual communication presents information through things we look at, while audio-visual communication combines pictures or action with sound. Both are widely used in offices, shops, factories and training programmes.

Visual communication

Visual communication is the exchange of information through pictures, symbols, charts, diagrams, colours, signs and other visible forms. It may use a few words, but its main strength lies in helping the audience understand an idea by looking at it. For example, a bar chart showing monthly sales enables the manager to compare different months more quickly than a long written report.

- **Charts and graphs:** A line graph can show the rise or fall in sales, while a pie chart can show how a budget is divided among departments.
- **Signs and symbols:** Exit signs, safety symbols and colour-coded labels give quick instructions in a factory or shopping centre.
- **Maps, diagrams and layouts:** A floor plan explains office seating, and a flowchart shows how a customer complaint moves from reception to resolution.
- **Posters, photographs and infographics:** An advertising poster presents the product, price and main benefit in an attractive and memorable form.

Visual messages save time, attract attention and make numerical or complex information easier to compare. They also help when the audience speaks different languages. However, a badly labelled graph may mislead readers, while unclear symbols may be understood differently by different people. The message must therefore use correct data, readable labels and a suitable design.

Audio-visual communication

Audio-visual communication uses sound together with pictures, moving images or other visual material. The audience both hears and sees the information. A product demonstration video, for instance, can show how a machine works while a speaker explains its features and safety precautions. This makes the message more lively and easier to remember.