

**BEGE-104**

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

**ASSIGNMENT  
(For July 2018 and January 2019 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-104/2018-19**

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:

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

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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 <sup>st</sup> March
For December Exam	-	30 <sup>th</sup> 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/2018-19  
Max. Marks: 100

**Note: Answer all questions**

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

At the Harvard Negotiation Project we have been developing a new method of negotiation explicitly designed to produce good results efficiently and amicably. This method, called *principled negotiations or negotiations on the merits*, can be boiled down to four basic points.

The first point recognizes that human beings are not computers. People have strong emotions, often see things very differently, and do not always communicate clearly. In negotiation it often happens that emotions get mixed up with the objective rights and wrongs of the situation. Taking up a fixed position makes this worse because people's personalities become identified with their positions. So before the actual negotiation begins we need to distinguish between personal differences and differences over solutions to the problem.

The second point distinguish between what people say they want, their stated positions, and what they really want, their underlying interests. Negotiating positions often hide what you really want. A compromise between two positions is not likely to produce an agreement which satisfies the need underlying each position.

The third point acknowledges the problem of having to find a perfect solution while you're under pressure. Making up your mind in the presence of your opponent restricts your ideas. Deciding on something very important or trying to find the perfect answer limits creative thought. You can get around these limitations by arranging a set amount of time to think up a wide range of possible solutions which help both sides and creatively bring them together.

When both sides find that their interests are directly opposed, one negotiator may try to win simply by being stubborn. However, you can respond to such tactics by insisting that his/her opinion alone is not enough and that some fair independent standard is needed. This does not mean that you yourself select the independent standard, rather that both of you decide on one, such as market value expert opinion, or law. By discussing such criteria neither side need give in to the other.

Briefly answer the following questions:

- |    |   |   |
|----|---|---|
| 1a | What situation is created when emotions intrude into the negotiation process?   | 2 |
| 1b | People do not always state what they desire. What do they do instead? Discuss.  | 2 |
| 1c | Negotiators need to have a fixed 'time-alone' period. Why?  | 2 |
| 1d | Why does it often become necessary to consult a specialist in the process of negotiation? Who should these people be? | 2 |
| 1e | Suggest an appropriate title to the passage.  | 2 |
| 1f | State whether the following statements are true or false with reference to the passage.                               | 5 |
| i  | People's emotions often complicate matters in life.   |   |
| ii | The writer believes that negotiation is creativity under pressure.  |   |

- iii An example of the use of objective reference points is to consult a specialist.  
 iv People often win by not budging from their position.  
 v A negotiating position often makes it hard to identify real needs.
- 1g Make sentences of your own with the following phrases: 5
- i get mixed up      ii fixed position      iii to think up  
 iv give in to      v bring them together
- 2 Imagine that you work in a company's public relations department. An American company has written asking for some information about your company. Draft a short letter briefly summarizing your company's structure and the product(s) it deals with. 10
- 3 The "Adventure Club" in your college is planning to go on a trekking expedition to Manali. As secretary of the club, prepare a notice for the college notice board giving the necessary information in about 100 words. 10
- 4 Write short notes on *any two* of the following: 10
- i Features of a business proposal      iii Guidelines for writing e-mails  
 ii An effective group discussion      iv Body language
- 5 You are about to complete your Bachelor's degree and want to apply to several universities for an appropriate job. Prepare a detailed CV and covering letter. 20
- 6 Complete the conversation with the correct forms of the verbs given. One is done for you. 5
- A: How did you end up studying (study) here?  
 B: My friend recommended this school, so I decided ..... (sign up) for this class. How about you?  
 A: Well, I wasn't planning on ..... (learn) English, but my company offered ..... (pay) for my classes. I agreed ..... (come), and here I am! I want to keep on ..... (take) classes if I can.
- 7a Rewrite the sentences with the form of adjectives given in brackets without changing their meaning. One is done for you: 5
- i No residential building is as tall as the new Global tower in Mumbai. (change to superlative.)  
 The tallest building in Mumbai is the new Global Tower.
- ii Rekha is not as tall as Deepika. (change to comparative)  
 iii He is the most handsome man in the room. (change to positive)  
 iv This stream is not as clear as the one we left behind. (change to comparative)  
 v No college president has been as charismatic as Nandita Som. (change to superlative)  
 vi Of all the men he is the strongest. (change to positive)
- 7b Say the following sentences politely. You may use appropriate modals: 5
- i I need to use your cellphone.  
 ii Lend me your pen.

- iii I want to leave early today.
- iv I want some more coffee.
- v I am going to turn off the TV.

7c Complete the following sentences. 5

- i If you do not sleep early, .....
- ii If you meet the Principal, .....
- iii If it rains, .....
- iv If you leave now, .....
- v If you do not exercise, .....

7d Read the introductory speech made by the Team Leader to the new recruits at the BPO centre. Complete it with sentences given in the box. There are more sentences in the box than required. 5

‘The Great Communications Call Centre’ welcomes all the newcomers on board. Mind you I said ‘on board’ because the organization is a ship that ..... and secondly because the organization promises that ..... while you are here on duty. I would like to mention that ..... It is also expected that ..... It is also suggested that..... Then on it is smooth sailing.

- a) you will maintain confidentiality regarding the strategies and projects of the company.
- b) needs to be kept afloat
- c) no business, personal or otherwise, will be given priority over work here.
- d) your food and comfort would be looked after.
- e) you feel at home here
- f) the company expects you to abide by the rules and regulations.
- g) the company will reach new heights with your contribution.

8 Complete these words or expressions, using the words below. 5

down, in, out, over, up, up

Example: Buyout purchase of a company by the management

- i .....put contribution
- ii .....load to transfer files from one computer to another
- iii .....dated modernized, brought up to date
- iv .....heads day to day costs of running a business
- v wind ..... to liquidate or close a company, or division