

Assignment 1 (Spring 2012)
Business Communication-ENG301
Lesson 1-9
Total Marks: 15

Objectives:

The assessment of students' understanding of Business Communication and to get them motivated for acquiring conceptual knowledge and practical application of the subject.

Instructions

- Late assignments will not be accepted.
- If the file is corrupt or problematic, it will be marked zero.
- Plagiarism will never be tolerated. Plagiarism occurs when a student uses work done by someone else as if it was his or her own; however, taking the ideas from different sources and to express it in your own words will be encouraged.
- No assignment will be accepted via e-mail.
- The solution file should be in Word doc form; the font color should be preferably black and font size can be 12 Times New Roman.

Q1. Identify the basic elements of the communication by reading the following situation and answer the questions. (5)

A manager talking to one of his employees, "Well, you've made another mistake. I have repeatedly given you instructions on how to do this job. Can't you get it through your head?" The employee, with a shrug of his shoulders, turned and left the room.

Answer the following questions:

1. What medium is used to convey the message?

There are two sided conversation in which two people interacted. So from the boss side, the medium was his voice, means vocal one. While from the employee side the medium is considered to be the non verbal communication, in which he communicated by the shrug of his shoulders, means that is by his expressions.

2. Who is the sender?

The boss is the sender

3. What was the feedback?

**The employee's when he left, he shrug his shoulder was the feedback.
Actually when he left could also be considered as the feedback**

4. What is the message?

**The message is to make the employee understood and make him
aware of his repeated mistakes**

5. Who is the receiver?

The employee is the receiver

Q2. Understand the message conveyed by each picture and decode it into your own words. Description should not exceed two lines. (5)

i) www.vchowk.com



Well, no more arguments on this topic as you have failed to explain the reason of the problem.

ii)



Really, a thorough and absolute presentation.

iii) www.vchowk.com



**Pay attention to the speech, or you may have missed the important instructions.
Using cell phones during meeting isn't a good habit**

iv)



Another blunder, take the pile and leave my office and don't come back until you fix all the errors.

v)



Too much work, no relaxation, continuous pressure from the top management, I have got headache.

www.vchowk.com

Q3. Words have denotative (literal) as well as connotative (implied, contextual and emotional) meanings. Divide the words in each group from positive connotation to neutral to negative connotation categories. (5)

Group 1

Shrewd, egghead, bright, clever, brilliant, cunning, smart, intelligent, brainy

Group 2

Aggressive, assertive, domineering, dynamic, pushy, forceful, energetic

Group 3

Thin, slim, lanky, skinny, gaunt, slender, anorexic, bony

Categories	Positive	Neutral	Negative
Group 1 (For example)	Intelligent, Brainy, Bright, Brilliant	Smart	Clever, Egghead, Cunning, Shrewd
Group 2	Assertive energetic	dynamic	Aggressive domineering pushy forceful
Group 3	Slim skinny	gaunt	Thin lanky anorexic

			bony
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APPEAL :

PLEASE DONOT JUST COPY N PAST. Read it, have and idea, then prepare the assignment in your own wordings and understandings.
And do remember those people who help you.