

Roll No. ....

## **AECC-E-101**

**1<sup>st</sup> Semester Examination, 2023 (Dec.)**

### **Business Communication**

**Time : 2 Hours ]**

**[ Max. Marks : 100**

**Note :** This paper is of Hundred (100) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

#### **SECTION—A**

##### **(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long answer type questions of Twenty Six (26) marks each Learners are required to answer any two (02) questions only.

2×26 = 52

*AECC-E-101/3*

*( 1 )*

*[P.T.O.]*

1. Discuss the various barriers to communication in detail.
2. Elucidate the process of communication in detail.
3. Discuss in detail the principles of written communication.
4. What is Non-Verbal Communication? Discuss its types.
5. Discuss in detail Maslow's Hierarchy of Need.

### **SECTION—B**

#### **(Short Answer Type Questions)**

**Note :** Section 'B' contains Eight (08) short answer type questions of Twelve (12) marks each. Learners are required to answer any Four (04) questions only.

$$4 \times 12 = 48$$

1. Distinguish between oral and written communication.
2. Write a note on the importance of team work in any organization.
3. What is meant by the term Information Overload?

4. Write a note on the importance of active listening and reading in communication.
5. Write a note on social penetration in communication.
6. Write a short note on intrapersonal business communication.
7. What do you understand by the term elicit negative news?
8. Define the term Press Conference. What is its importance in dissemination of information?

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