



Seat No. : _____

DE-105

December-2025

Five Years' Integrated IMBA, Sem.-III
MBA (Integrated), MBA (Integrated) in BI, MBA (Integrated) in APR
AEC-235 : Business Communication (BC)

Time : 1:00 Hour]

[Max. Marks : 25

- Instructions :** (1) This paper contains **Three** questions.
(2) **All** questions are compulsory.
(3) Question No. **1, 2** have internal options.
(4) Figures in the right side in parenthesis indicate marks.

1. Write a detailed note on non-verbal barriers to communication. **10**

OR

1. Discuss the regular parts of the business letter. **10**

2. Explain the structure, style and language of business emails. **10**

OR

2. Write short notes on the following : **10**

- (i) Inter-office Memorandum (MEMO)
(ii) Agenda

3. Match the words in Column A with their correct meanings in Column B : (Any **five**) **5**

A

B

- | | |
|-----------------|---------------------------------------|
| (1) Appraisal | (a) Standard of comparison |
| (2) Benchmark | (b) A large company recognized by law |
| (3) Corporation | (c) Set of rules or guidelines |
| (4) Policy | (d) Evaluation of performance |
| (5) Revenue | (e) Business deal or exchange |
| (6) Transaction | (f) Income generated from sales |