

Seat No. : _____

AI-109

April-2025

B.Com., Sem.-IV (NEP)

**AEC-245 : Business Communication
(Ability Enhancement Courses)**

Time : 1:00 Hour]

[Max. Marks : 25

1. Briefly discuss any **ONE** of the following : **10**

- (A) Objectives of communication in the organizational set-up
- (B) Dimensions of communication
- (C) Physical or external barriers to communication
- (D) Types of listening

2. (A) Match the following : **6**

A	B
A dime a dozen	Study very hard
A man of straw	Straight talks
Call a spade a spade	Something will never happen
When pigs fly	Unable to understand
Latin and Greek	Anything that is common and easy to get
Hit the books	A weak person

(B) Give the meaning of the following idioms : **4**

- Miss the boat
- Pull yourself together
- Bite your tongue
- Get your head around it

3. Choose the correct option : (Any **five**)

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- (1) What does the term communication primarily refer to ?
 - (a) Controlling physical environments
 - (b) Creating complex codes
 - (c) Sharing of information
 - (d) Exchanging currency between two individuals
 - (2) What is the objective of communication when alerting others to potential dangers ?
 - (a) Motivation
 - (b) Advice
 - (c) Warning
 - (d) Counselling
 - (3) Which of the following is a barrier to effective communication ?
 - (a) Noise
 - (b) Clear language
 - (c) Good listening
 - (d) Friendly tone
 - (4) Good listening helps to :
 - (a) Create confusion
 - (b) Understand the message better
 - (c) Miss important points
 - (d) Avoid learning
 - (5) What does the idiom 'Hear on the grapevine' mean ?
 - (a) Hear a rumor or unconfirmed story
 - (b) Listen to music through headphones
 - (c) Talk directly to an authority
 - (d) Plant a grapevine in the garden
 - (6) What does the idiom 'Doing the rounds' mean ?
 - (a) Cleaning the house
 - (b) Exercising in a gym
 - (c) Driving in circles
 - (d) To be passed from one person to another
 - (7) What is the main goal of a group presentation ?
 - (a) To share information as a team
 - (b) To speak alone
 - (c) To avoid teamwork
 - (d) To ignore the audience
 - (8) Group discussions help to :
 - (a) Improve speaking skills
 - (b) Waste time
 - (c) Confuse people
 - (d) Avoid learning
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