

# 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 :

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Miss the boat

Pull yourself together

Bite your tongue

Get your head around it

3. Choose the correct option : (Any five)

- (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