

**ENGLISH**  
**Paper Code: ENG AEEC 302 / SEC-4**  
**Course Title: Business Communication**  
**Credits: 6**  
**Maximum Marks: 302**

**Important Instructions:**

1. Attempt the given assignment questions.
2. Each question carries **5 marks**.
3. The total marks of the assignment will be **30**.
4. The answer should be up to **250 words**.
5. Attempt any **two questions from each assignment (A1, A2, A3)**.
6. A sample of the title page is also attached.

**Assignment - 1 = 10 Marks (*Attempt any 2 questions out of 4*)**

1. Describe basic forms of communication.
2. What are communication models and processes? Discuss each type.
3. Describe effective communication.
4. What are the “Principles of Effective Communication”?

**Assignment - 2 = 10 Marks (*Attempt any 2 questions out of 4*)**

5. Distinguish between “Formal and Informal Communication”.
6. Discuss the concept of grapevine in communication.
7. What are some of the barriers and gateways to communication?
8. Write a brief note on Group Discussion, Mock Interview, Seminars, Individual and Group Presentations.

**Assignment - 3 = 10 Marks (*Attempt any 2 questions out of 4*)**

9. What are the various types of business letters? Describe their role and utility.
10. Distinguish between verbal and non-verbal communication.
11. What are some of the non-verbal aspects of communication?
12. Discuss *haptics* and its significance in non-verbal communication.

**Himachal Pradesh University, Summer Hill, Shimla**

**Centre for Distance and Online Learning**

**B.A. / B.Com. – Semester \_\_\_\_\_**

**Session: .....**

**Assignment Subject: .....**

**Course Code: .....**

**Assignment No.: .....**

**Submitted by:**

**Name:.....**

**Registration No.:.....**

**Roll No.:.....**

**Address:.....**

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**Email ID:.....**

**Contact No.:.....**

**Date:.....**

**Signature:.....**

**Submitted to:.....**