

**Paper Code: ENG AEEC/ SEC 302**

**Business Communication**

**Note:**

- 1. A student has to answer any five assignment questions.**
- 2. Each question carries six marks.**
- 3. Answer should not exceed 250 words.**

**ASSIGNMENT TOPICS**

1. Distinguish between oral and written communication.
2. Describe Transactional Model of communication.
3. Write a note on barriers of communication.
4. What is a group discussion?
5. Write a note on memorandum.
6. What is a sales letter?
7. Briefly describe non-verbal aspects of communication.