

	<b>DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONERE</b> <b>Supplementary Examination – Summer 2023</b> <b>Course: B. Tech. Branch : Computer Science &amp; Engineering Semester :Fifth</b> <b>Subject Code &amp; Name: Business Communication (BTCOE505B)</b> <b>Max Marks: 60 Date: 19/08/2023 Duration: 3 Hr.</b>		
	<b>Instructions to the Students:</b> 1. All the questions are compulsory. 2. The level of question/expected answer as per OBE or the Course Outcome (CO) on which the question is based is mentioned in ( ) in front of the question. 3. Use of non-programmable scientific calculators is allowed. 4. Assume suitable data wherever necessary and mention it clearly.		
		(Level/CO)	Marks
<b>Q. 1</b>	<b>Solve Any Two of the following.</b>		
A)	Define Business communication. Explain Features and Importance of Business Communication.	CO1	6
B)	Define Communicative Competence and Explain its various aspects.	CO1	6
C)	Which are the factors that affect communication and how to improve your communication explain in brief.	CO1	6
<b>Q.2</b>	<b>Solve Any Two of the following.</b>		
A)	What is intercultural Communication? Explain need of Intercultural Communication.	CO2	6
B)	Write Short note on Thoughts & Speech	CO2	6
C)	What is Speech Communication? Explain Types of Speech communication.	CO2	6
<b>Q. 3</b>	<b>Solve Any Two of the following.</b>		
A)	What is communication Barriers? Explain in brief the Types of Barriers	CO3	6
B)	Explain different effective listening techniques used in Communication	CO3	6
C)	What are communication rules adapted in Business Communication	CO3	6
<b>Q.4</b>	<b>Solve Any Two of the following.</b>		
A)	Give the characteristics and importance of Organizational Communication.	CO4	6
B)	Explain Benefits and Types of business collaboration.	CO4	6
C)	Why planning is important in communication explain in brief. And give planning process.	CO4	6

<b>Q. 5</b>	<b>Solve Any Two of the following.</b>		
<b>A)</b>	<b>What is Leadership? Explain the different characteristics and importance of leadership.</b>	<b>CO5</b>	<b>6</b>
<b>B)</b>	<b>Define Conflict and explain Conflict process in detail</b>	<b>CO5</b>	<b>6</b>
<b>C)</b>	<b>What is Ethics? Explain different types of Ethics in Business Communication.</b>	<b>CO5</b>	<b>6</b>
	<b>*** End ***</b>		

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