

	DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONERE	
	Supplementary Summer Examination – 2023	
	Course: B. Tech.	Branch : CSE
		Semester :V
	Subject Code & Name: Business Communication (BTAIHM503B)	
	Max Marks: 60	Date: 11/08/2023
		Duration: 3 Hr.
	Instructions to the Students:	
	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
Q. 1 Solve Any Two of the following.		12
A) Illustrate the process of communication stating its elements.	2	6
B) Describe the different communicative competencies.	2	6
C) Summarize the goals of Business Communication.	2	6
Q.2 Solve Any Two of the following.		12
A) Explain the importance of non-verbal communication in Business Communication.	2	6
B) State the relation between thought and speech.	1	6
C) Discuss the intercultural communication as essential element of Business Communication.	2	6
Q. 3 Solve Any Two of the following.		12
A) Explain the psychological barrier with example.	2	6
B) Discuss the different types of listening with example.	2	6
C) Illustrate the leadership qualities in brief.	1	6
Q.4 Solve Any Two of the following.		12
A) Compare the different Communicative styles.	2	6
B) Illustrate the Organizational Communication with appropriate example.	1	6
C) Examine the importance of Business Letters.	2	6
Q. 5 Solve Any Two of the following.		12
A) What are the conflicts in Business Communication and explain how does the conflict affect the communication?	1	6
B) Explain Persuasive Communication in brief.	2	6

C)	What is the role of technology in international Business Communication?	1	6
	*** End ***		

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