

DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONERE

Winter Examination – 2022

Course: T.Y. B. Tech. Branch : Computer Science & Engineering Semester :V

Subject Code & Name: (BTCOE505 B) Business Communication

Max Marks: 60

Date:14/02/2023

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) What is Competence? Explain the concept of communicative competence.	Understand	6
B) Explain how different process of business communication has certain other characteristics.	Remember	6
C) Explain different types of elements in business communication.	Analysis	6
Q.2 Solve Any Two of the following.		12
A) What do you mean by communication? Explain types of communication done in business world.	Remember	6
B) What is Intercultural communication? What is the importance's of intercultural communication.	Analysis	6
C) Write a short note on Thoughts & Speech.	Understand	6
Q. 3 Solve Any Two of the following.		12
A) What do you mean by Barriers? Explain different types of barriers in communication.	Understand	6
B) Explain different effective listening techniques used in business communication.	Remember	6
C) Explain different communication rules adapted in Business world?	Analysis	6
Q.4 Solve Any Two of the following.		12
A) Explain how Interpersonal Communication is beneficial in Business.	Understand	6
B) What is Organization? Explain the concept of Organizational Communication.	Remember	6
C) Explain how Relational Communication is done in the field of Business.	Understand	6
Q. 5 Solve Any Two of the following.		12
A) What is persuasive communication? Explain how different types of persuasive communication are done in Business.	Understand	6
B) What is leadership? Explain the different characteristics and importance of leadership.	Remember	6
C) What is Ethics? Explain different types of Ethics in Business Communication.	Understand	6

***** End *****