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. A) Explain the importance of non-verbal communication in Business Communication. B) State the relation between thought and speech. C) Discuss the intercultural communication as essential element of Business Communication. Q.3 Solve Any Two of the following. A) Explain the psychological barrier with example. C) Illustrate the leadership qualities in brief. 1 6 Q.4 Solve Any Two of the following. A) Compare the different communicative styles. Discuss the different communicative styles. Discuss the different communicative styles. C) Illustrate the leadership qualities in brief. 1 6 C) Examine the importance of Business Letters. 2 6 C) Solve Any Two of the following. 1 2 C) Examine the importance of Business Letters. 2 6 C) Solve Any Two of the following. 1 2 C) Examine the importance of Business Communication and explain how does the conflict affect the communication?		DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY	, LONERE		
Subject Code & Name: Business Communication (BTAIHM503B) Max Marks: 60 Date: 11/08/2023 Duration: 3 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 questions 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. Q.1 Solve Any Two of the following. Q.1 Bustrate 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. 3 Explain the importance of non-verbal communication in Business 2 6 Communication. B) State the relation between thought and speech. C) Discuss the intercultural communication as essential element of Business 2 6 Communication. Q.3 Solve Any Two of the following. 4 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. 3 12 A) Compare the different Communication with appropriate example. 1 6 C) Examine the importance of Business Letters. 2 6 Q.5 Solve Any Two of the following. 3 12 A) What are the conflicts in Business Communication and explain how does the conflict affect the communication?		Supplementary Summer Examination – 2023			
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B) Explain Persuasive Communication in brief. 2 6	A)		1	6	
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C)	What is the role of technology in international Business Communication?	1	6
	*** End ***		

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