

**DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONERE –**  
**RAIGAD -402 103**  
**Winter Semester Examination – Dec - 2019**

**Branch: Computer Engineering**  
**Subject: - Business Communication, BTCOE505B**  
**Date: 18/12/2019**

**Sem.:- 5TH**  
**Marks: 60**  
**Time: - 3 Hr.**

**Instructions to the Students**

1. Each question carries 12 marks.
2. Attempt **any five** questions of the following.
3. Illustrate your answers with neat sketches, diagram etc., wherever necessary.
4. If some part or parameter is noticed to be missing, you may appropriately assume it and should mention it clearly

**(Marks)**

**Q.1. Solve any two of the following questions. (12)**

- a) What is Business Communication? Discuss its main features.
- b) Define Communicative Competence and explain its various aspects.
- c) Explain the main objectives of Business Communication.

**Q.2. Solve any two of the following questions. (12)**

- a) How to solve the problem of translation?
- b) Explain the factors which affect thought and speech.
- c) What is Inter Cultural Communication? How to manage it?

**Q.3.a) Discuss the barriers in communication. (12)**

- b) Explain the various communication rules in detail.

**Q.4. a) How to become an effective Interpersonal Communicator? (12)**

- b) Discuss the importance of Organizational Communication.

**Q.5. Solve any two of the following questions. (12)**

- a) What is Collaboration? Explain the elements of Collaboration.
- b) Explain the effective Persuasive Communication.
- c) Discuss the importance of Team Communication.

**Q.6.a) Discuss the Ethics in Business Communication. (12)**

- b) Why is Business Communication important for leaders and managers?

**PAPER END**