



III Semester B.B.A. Examination, November/December 2017
(CBCS) (F+R)

(2015 – 16 & Onwards)

Business Administration

3.2 : SOFT SKILLS FOR BUSINESS

Time : 3 Hours

Max. Marks : 70

Instruction : Answer should be written in **English** only.

SECTION – A

1. Answer **any 5** sub questions. **Each** question carries **2** marks. (5×2=10)
- State any two objectives of Communication.
 - Define listening skills.
 - What is an exit interview ?
 - State the importance of public speaking.
 - What do you mean by e-meeting ?
 - What are collection letters ?

SECTION – B

Answer **any 3** questions. **Each** question carries **6** marks. (3×6=18)

- Briefly explain the communication process.
- Discuss the various stages involved in effective presentation.
- Briefly explain the steps involved in brainstorming.
- What is an agenda and how is it prepared ?
- What are the merits and demerits of written communication ?

P.T.O.



SECTION – C

Answer any 3 questions. Each question carries 14 marks :

(3×14=42)

7. Explain the various types of interviews.
 8. What is a sales letter ? What points are to be considered to write an appealing sales letter ?
 9. What are verbal and nonverbal communications ? Explain the measures to be taken to overcome communication barriers.
 10. Draft a resume for the post of Assistant Marketing Manager at Must See India, # 1/1, Miller Arcade 1st Floor, Miller Road, Vasanth Nagar, Bangalore – 560 052.
 11. You are a Jam manufacturer. You buy your entire requirement of bottles from Bottles and containers Pvt. Ltd. You have received a consignment of 1000 bottles in the month of October 2017, of which nearly 900 bottles were found to be defective. Write a letter of complaint.
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SECTION – B

(3×8=18)

Answer any 3 questions. Each question carries 6 marks.

1. Briefly explain the communication process.
2. Discuss the various stages involved in effective presentation.
3. Briefly explain the steps involved in planning.
4. What is an agenda and how is it prepared ?
5. What are the merits and demerits of written communication ?

P.T.O.