



SS – 543

III Semester B.B.A. Examination, November/December 2018

(CBCS) (F+R)

(2015-16 and Onwards)

**BUSINESS ADMINISTRATION**

**3.2 : Soft Skills for Business**

Time : 3 Hours

Max. Marks : 70

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

**SECTION – A**

1. Answer **any 5** sub-questions. **Each** question carries **2** marks. **(5x2=10)**
- What is communication ?
  - What is non-verbal communication ?
  - What is 'speech for vote of thanks' ?
  - What is E-Meeting.?
  - What is Business Letter ?
  - What is body language ?
  - What is a covering letter ?

**SECTION – B**

- Answer **any 3** questions. **Each** question carries **6** marks. **(3x6=18)**
- Explain the importance of communication.
  - State the importance of a good public speaking.
  - What is an Agenda ? How is it prepared ?
  - Explain 7 C's of communication.
  - Briefly explain the types of listening.

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SECTION – C

Answer **any 3** questions. **Each** question carries **14** marks.

(3×14=42)

7. Explain various Barriers of effective communication.
8. What is Brain Storming ? Explain types, advantages and disadvantages of Brain Storming.
9. Explain the various types of interviews.
10. What is an enquiry letter ? Draft letter enquiring Sangeetha Mobiles, KG Road, Bangalore about availability of 50 smart phones of Sony Brand and request a Quotation for the same.
11. Draft a Resume for the post of HR Manager in Wipro Ltd., Sarjapur Road Campus, Bangalore.