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III Semester B.B.A. Examination, December - 2019
(CBCS) (F+R) (2015-16 and Onwards)
(Semester Scheme)

BUSINESS ADMINISTRATION

Paper - 3.2 : Soft Skills for Business

Time : 3 Hours

Max. Marks : 70

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

SECTION - A

Answer **any 5** sub-questions. Each question carries **2** marks. **5x2=10**

1. (a) What do you mean by Non-Verbal Communication ?
- (b) What is Internal Communication ?
- (c) Give the meaning of Presentation.
- (d) What do you mean by Interview ?
- (e) What do you mean by Brainstorming ?
- (f) Write the meaning of Acknowledgement.
- (g) What is Covering Letter ?

SECTION - B

Answer **any 3** questions. Each question carries **6** marks.

3x6=18

2. Explain the features of Communication.
3. State the importance of good Public Speaking.
4. Write a note on preparations for conducting an Interview.
5. Explain the importance of Meeting.
6. Explain the objectives of a Business Letter.

P.T.O.

**SECTION - C**

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

3x14=42

7. Briefly explain various Barriers of Communication.
8. Explain Important features of Effective Presentation.
9. Discuss the purpose and limitations of Interview.
10. Draft a Resume for the post of Marketing Executive in Dell Ltd. Mysore.
11. Draft an enquiry letter to Reliance Mobiles, K.R. Road, Bangalore about availability of 100 Smart Phones of Samsung Brand and request a Quotation for the same.

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