



QP – 380

**III Semester B.B.A. (Aviation Management) Examination, March/April 2022**  
**(CBCS) (Fresher)**  
**(2021-22 and Onwards)**

**Paper – 3.2 : CORPORATE COMMUNICATION SKILLS**

Time : 3 Hours

Max. Marks : 70

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

**SECTION – A**

1. Answer **any five** questions, **each** question carries **two** marks. **(5×2=10)**

- What is Curriculum Vitae ?
- Mention any 2 objectives of Communication.
- Define Interview.
- What do you mean by Complaint letter and Adjustment letter ?
- State the meaning of Netiquette.
- What is Salutation in Business letters ?
- What is E-Meeting ?

**SECTION – B**

Answer **any three** questions of the following. **Each** question carries **six** marks.

**(3×6=18)**

- Explain 7c's of Communication.
- Write a note on Moderating programme.
- Describe the objectives of a Business Letter.
- "Mobile phone is a widely used Electronic Gadget". Justify the above statement by briefly explaining the advantages and disadvantages of Mobile phones.
- What is Brainstorming ? Explain briefly the types of Brainstorming.

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## SECTION – C

Answer **any three, each** question carries **fourteen** marks.

(3×14=42)

7. Discuss in detail the different methods of Interview.
8. Write a letter of Appointment to a candidate mentioning the details of pay scale, probationary period and other terms and conditions of the service.
9. Describe in detail the various types of Non-verbal Communication.
10. Explain the various Barriers of Communication.
11. Write a Complaint letter to Manu Electricals, B.V.K Iyengar Road, Bangalore for sending 20 Ceiling Fans instead of 24 fans as per the order. Also write a suitable reply.

## SECTION – B

Answer any three questions of the following. Each question carries six marks.

(3×6=18)

1. Explain 7c's of Communication.
2. Write a note on Moderating programs.
3. Describe the objectives of a Business Letter.
4. "Mobile phone is a widely used Electronic Gadget". Justify the above statement by briefly explaining the advantages and disadvantages of Mobile phones.
5. What is Brainstorming? Explain briefly the types of Brainstorming.