



QP – 356

III Semester B.B.A. Examination, March/April 2022

(CBCS) (2015-16 and Onwards) (Repeaters)

**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**

1. Answer **any 5** sub-questions. **Each** answer carries **2** marks. **(5×2=10)**

- a) What is Body Language ?
- b) Give the meaning of public speaking.
- c) What is stress interview ?
- d) Give the meaning of Agenda.
- e) Define Memo.
- f) Give four importance of communication.
- g) What is circular ?

**SECTION – B**

Answer **any 3** of the following questions. **Each** answer carries **6** marks. **(3×6=18)**

2. Explain the principles of communication.
3. What is speech ? Write the characteristics of a good speech.
4. Explain various types of interview.
5. State the features of group discussion.
6. Write the functions of business letters.

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## SECTION – C

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

(3×14=42)

7. Explain the types of listening.
  8. Explain the principles of effective speech.
  9. What are the advantages and disadvantages of brain storming ?
  10. Write a note on :
    - a) Exit interviews.
    - b) Agency correspondence.
  11. Draft an application for the post of lecturer of a private institution.
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