



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. **(5×2=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.

**(3×6=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.



P.T.O.



## 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.



## SECTION – B

Answer any 3 questions. Each question carries 6 marks.

(3×6=18)

1. Explain the importance of communication.
2. State the importance of a good public speaking.
3. What is an Agenda ? How is it prepared ?
4. Explain 7 C's of communication.
5. Briefly explain the types of listening.

