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III Semester B.B.A. Examination, April/May 2023

(CBCS – Repeaters Scheme)

BUSINESS ADMINISTRATION

Paper – 3.2 : Soft Skills for Business

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-question carries **2** marks. **(5×2=10)**
- What is communication ?
 - What is Eliciting ?
 - Give the meaning of presentation.
 - What is an Exit Interview ?
 - What do you mean by E-meeting ?
 - What is Memo ?
 - Give the meaning of quotation.



SECTION – B

Answer **any three** questions. **Each** question carries **6** marks. **(3×6=18)**

- What are the advantages of written communication ?
- Explain the different types of speech.
- Explain various methods of presentation.
- What is an Agenda and how is it prepared ?
- Explain the Brain Storming process.

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SECTION – C

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

(3×14=42)

7. Briefly explain the important principles of Effective Communication.
8. Write a letter to the Branch Manager, LIC of India, Market Branch, Bangalore asking a loan against a Life Insurance Policy No. 2354532.
9. Explain the process of conducting meeting.
10. What is Circular ? State the circumstances under which circular letter have to be drafted.
11. Explain briefly the different types of Interview.



SECTION – B

(3×6=18)

P.T.O.