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.  
   (5x2=10)
   a) What is communication?
   b) What is non-verbal communication?
   c) What is speech for vote of thanks?
   d) What is E-Meeting?
   e) What is Business Letter?
   f) What is body language?
   g) What is a covering letter?

SECTION – B

Answer any 3 questions. Each question carries 6 marks.  
(3x6=18)

2. Explain the importance of communication.

3. State the importance of a good public speaking.

4. What is an Agenda? How is it prepared?

5. Explain 7 C’s of communication.

6. Briefly explain the types of listening.

P.T.O.
SECTION – C

Answer any 3 questions. Each question carries 14 marks. \( (3 \times 14 = 42) \)

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.
III Semester B.B.A. Examination, November/December 2017
(CBCS) (F+R)
(2015 – 16 & Onwards)
Business Administration
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 5** sub questions. **Each** question carries **2** marks. *(5×2=10)*
   a) State any two objectives of Communication.
   b) Define listening skills.
   c) What is an exit interview?
   d) State the importance of public speaking.
   e) What do you mean by e-meeting?
   f) What are collection letters?

**SECTION – B**

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

2. Briefly explain the communication process.
3. Discuss the various stages involved in effective presentation.
4. Briefly explain the steps involved in brainstorming.
5. What is an agenda and how is it prepared?
6. What are the merits and demerits of written communication?
SECTION – C

Answer any 3 questions. Each question carries 14 marks: (3×14=42)

7. Explain the various types of interviews.

8. What is a sales letter? What points are to be considered to write an appealing sales letter?

9. What are verbal and nonverbal communications? Explain the measures to be taken to overcome communication barriers.

10. Draft a resume for the post of Assistant Marketing Manager at Must See India, # 1/1, Miller Arcade 1st Floor, Miller Road, Vasantha Nagar, Bangalore – 560 052.

11. You are a Jam manufacturer. You buy your entire requirement of bottles from Bottles and containers Pvt. Ltd. You have received a consignment of 1000 bottles in the month of October 2017, of which nearly 900 bottles were found to be defective. Write a letter of complaint.
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BUSINESS ADMINISTRATION
3.2 : Soft Skills for Business

Time : 3 Hours
Max. Marks : 70

Instruction : Answer should be written in English only.

SECTION – A

Answer any 5 sub questions. Each question carries 2 marks : (5x2=10)

1. a) What is a notice ?
   b) What is audio-visual communication ?
   c) Define listening.
   d) What is speech ?
   e) What is exit interview ?
   f) What is circular ?

SECTION – B

Answer any 3 questions. Each question carries 6 marks : (3x6=18)

2. Explain various methods of presentation.
3. Discuss the grievance interview.
4. Explain the brain storming process.
5. What are the advantages of written communication ?
6. Explain the different types of speech.

P.T.O.
SECTION – C

Answer any 3 questions. Each question carries 14 marks. (3x14=42)

7. What is an order letter and mention the guidelines for writing an order letter?

8. State the merits and demerits of non-verbal communication.

9. Explain important types of listening.

10. Draft a resume for the post of Accounts Executive at Infosys, Kuvempu Nagar, Mysore.

11. Write a suitable reply to a complaint received by you from Fresh Coal Oil Agency, Mahesh Road, R. K. Palya, Kolar, regarding the receipt of damaged goods received by them.
III Semester B.B.A. Examination, Nov./Dec. 2015
(Fresh) (CBCS) (2015 – 16 & Onwards)
BUSINESS ADMINISTRATION
3.2 : Soft Skills for Business

Time : 3 Hours
Max. Marks : 70

Instruction: Answer should be written completely in English.

SECTION – A

Answer any 5 sub questions. Each question carries 2 marks. (5x2 = 10)

1. a) What is meant by Memo?
   b) Give the meaning of postures.
   c) What is meant by enquiry?
   d) Give the meaning of exit interview.
   e) Define communication.
   f) What is public speaking?
   g) What is Biocdata?

SECTION – B

Answer any 3 questions. Each question carries 6 marks. (3x6 = 18)

2. Draw a layout of model business letter.
3. Explain the 7 c's of business communication.
4. Explain the principles of effective listening.
5. What is meeting? Write the objectives of meeting.
6. Discuss the process of career planning.

P.T.O.
SECTION – C

Answer any 3 questions. Each question carries 14 marks. (3x14=42)

7. What is an Interview? Explain the different types of Interview.

8. Explain the different types of communication.

9. What is Brainstorming? Explain the different types, merits and demerits of Brainstorming.

10. M/s Rajkumar and Bros, Mandya have not paid a balance of Rs. 90,000/- despite your repeated reminders. Write a letter appealing to their credit reputation and urging them to clear off the dues within 14 days.