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. \( (5 \times 2 = 10) \)
   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.  \( (3 \times 6 = 18) \)

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**: (3x14=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, Vasanth 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.
(CBCS) (F+R)  
(2015-16 and 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

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: \((3 \times 14 = 42)\)

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 Biodata ?

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.
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 Brain storming? Explain the different types, merits and demerits of Brain storming.

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.