



SN – 376

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III Semester B.B.M. Examination, November/December 2013.
(Semester Scheme) (New Syllabus)

(2013-14 & Onwards)

BUSINESS MANAGEMENT

3.2 : Soft Skills for Business

Time : 3 Hours

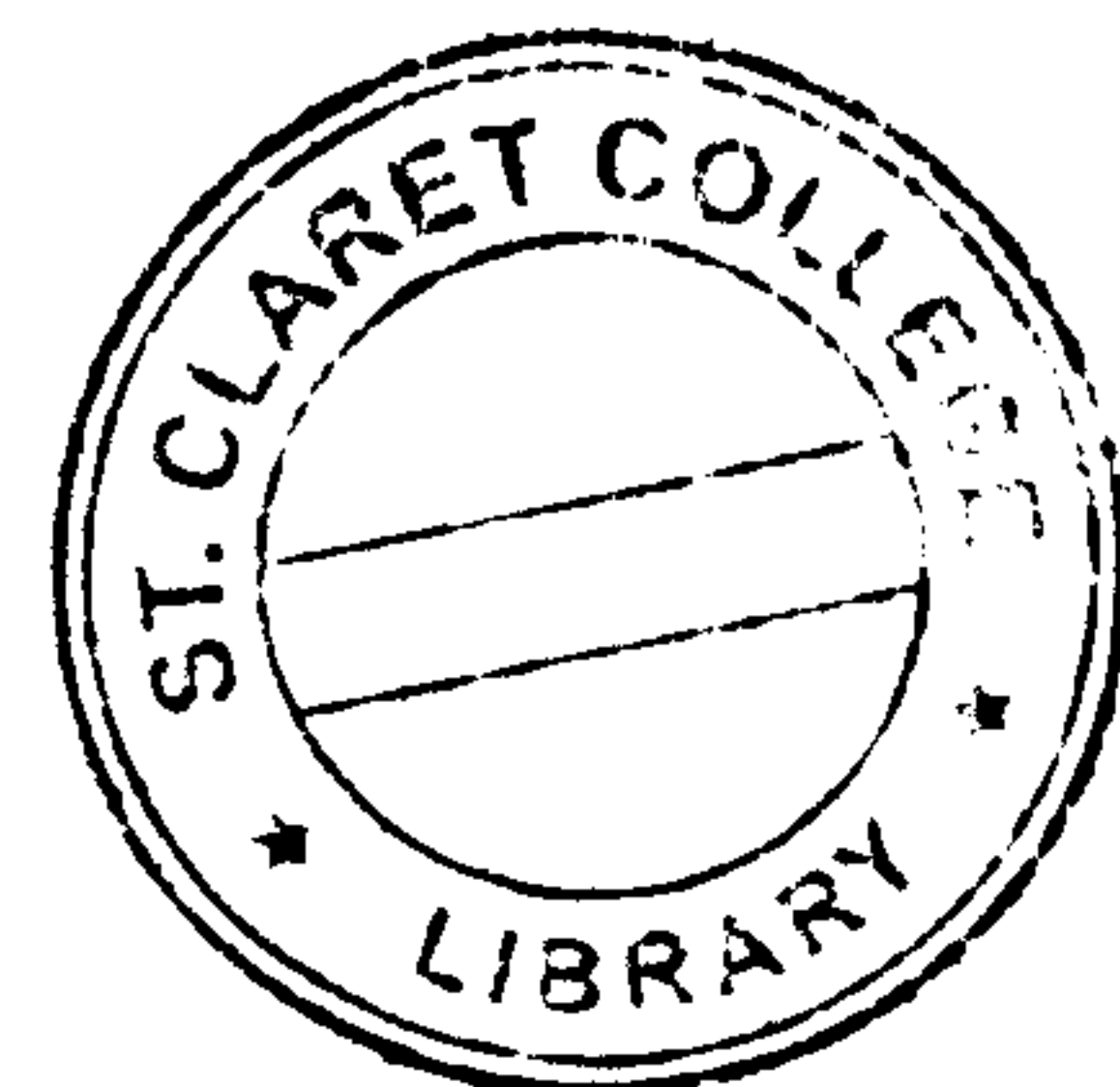
Max. Marks : 100

Instruction : Answer should be completely in **English**.

SECTION – A

I. 1) Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. **(2×8=16)**

- a) Differentiate between One-way and Two-way communication.
- b) What is non-verbal communication ?
- c) What is business etiquette ?
- d) Mention any two characteristics of a good speech.
- e) What is gesture ?
- f) What is public speaking ?
- g) What is E-meeting ?
- h) What is complimentary close ?
- i) What is date line ?
- j) What is career counseling ?



SECTION – B

II. Answer **any three** questions. **Each** question carries **eight** marks. **(3×8=24)**

- 2) Why is communication so important in a business organization ?
- 3) Explain in brief components of body language.
- 4) What are the barriers to effective listening ? How can listening be improved ?
- 5) What is career planning ? What is the need for career planning ?

P.T.O.



SECTION – C

III. Answer question number **10** and **any three** of the remaining questions.

Each question carries **fifteen** marks.

(4×15=60)

- 6) What is oral communication ? Discuss its advantages and limitations. Explain the forms of oral communication.
 - 7) What is group discussion ? What are its objectives ? What should a participant do in G.D. ?
 - 8) What is an interview ? What are the points that interviewer should keep in mind while conducting an interview ?
 - 9) Write a resume aspiring for the post of Marketing Manager in a reputed MNC.
 - 10) Write a letter of complaint to the Railway Authorities about non-arrival of goods from Mumbai to Bangalore railway station.
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